

Strategic Planning with Zane Akins

Florida Southern College Colony

November 11 and 12, 2005

Vision: To be the premier fraternity by providing an environment which encourages academic, professional, and social development, yielding better men.

Priority Issues

1. Recruitment

Goal: To create a desirable environment that promotes strong bonds of brotherhood and a process that aggressively recruits all eligible men.

Action Steps

- develop a recruitment committee for planning and ideas
 - who: Noble Ruler
 - when: January 2006
- hold recruitment activities once a month
 - who: VNR Recruitment and a committee
 - when: end of every month
- increase our membership by at least 5 per semester to achieve a total of 50 by 2011
 - who: VNR Recruitment and committee
 - when: immediately and continuously
- to involve every member in recruitment objectives
 - who: VNR Recruitment and committee
 - when: ongoing
- prepare a fact sheet
 - who: committee
 - when: January 2006
- conduct interviews of potential brothers by advisors
 - who: VNR Recruitment; Advisors
 - when: prior to initiations
- develop a screening process in the form of a questionnaire
 - who: recruiter
 - when: December 1, 2005
- send 2 members to recruitment school
 - who: VNR Recruitment
 - when: annually
- aggressively promote the recruitment scholarship(s)
 - who: VNR Scholarship and VNR Finance
 - when: early spring

- personally visit 2 high schools and one community college for recruitment per semester
 - who: VNR recruitment and committee
 - when: all year

2. Organization

Goal: Provide an appropriate division of responsibility to allow for effective management of the fraternity.

Action Steps:

- produce an annual calendar of events, updated and distributed to members monthly
 - who: VNRs Planning and Activities
 - when: at retreats and with monthly updates
- develop an effective officer transition plan
 - who: Executive council and advisers
 - when: ASAP and annually Oct. 1
- conduct in-semester planning retreats
 - who: VNR Activities
 - when: each semester
- develop a set of expectations for each member
 - who: Noble Ruler
 - when: now and ongoing
- participate in 75% of campus activities
 - who: VNR Activities
 - when: Ongoing
- become officers/leaders in IFC, SGA, and other campus groups
 - who: VNR Activities
 - when: each year
- establish a protocol and funding to attend leadership school
 - who: Noble Ruler and VNR Finance, advisers
 - when: by December 31 each year
- review and update officer responsibilities
 - who: Noble Ruler and advisers
 - when: each semester
- conduct an evaluation of officers with effective accountability measures
 - who: Advisers
 - when: October 1 and March 1
- create and review procedures and check sheets for all activities
 - who: each respective officer
 - when: as occurred
- establish an effective alumni board

- who: VNR Alumni Relations and alumni president
- when: March 2006

3. Commitment

Goal: Strive for meaningful relationships among brothers, advisers and alumni to reinforce the ideals and concepts that support the organization.

Action Steps:

- effectively communicate “the vision” to brothers and recruits
 - who: Noble Ruler and advisers
 - when: at each meeting
- develop a set of expectations with little brothers
 - who: VNR Member Development and big brothers
 - when: at the time of initiation
- develop a set of expectations and responsibilities for big brothers.
 - who: VNRs Membership Development and Scholarship
 - when: spring 2006
- establish academic goals and recognize achievement
 - who: VNR Scholarship and Membership Development
 - when: beginning of each semester
- develop officer accountability policy
 - who: Executive board and advisers
 - when: March 2006
- develop a participation standard for members
 - who: VNR Membership Development
 - when: April 2006
- develop conflict resolution procedure
 - who: Executive Committee
 - when: April 2006
- conduct the semi-annual brotherhood vote and follow-up
 - who: Noble Ruler and VNR Membership Development
 - when: end of each semester
- Involve all new members in new-member-education program
 - who: VNR Membership and Development
 - when: ongoing

4. Image:

Goal: To exemplify a fellowship of brotherhood and lead by example to create an image of positive, respected leadership to the campus, and community.

Action Steps:

- conduct at least one community service event or project per semester
 - who: VNR Activities
 - when: each semester
- participate in at least one other community service event per semester
 - who: VNR Activities
 - when: each semester
- develop a publicity plan (identify the audiences)
 - who: VNR Activities
 - when: end of this year
- review risk management policy at colony/chapter meeting
 - who: Noble Ruler
 - when: December and each semester
- establish a policy on when/where to display letters
 - who: executive council
 - when: January 2006
- invite college administrators to some event to review our purposes and goals
 - who: VNR Activities
 - when: ongoing
- honor a professor who has been helpful to the group
 - who: executive council
 - when: beginning of each year
- honor an agricultural community person
 - who: executive council
 - when: annually

5. Housing

Goal: Maintain a healthy and safe living environment that facilitates and promotes the values, traditions, and activities of the chapter, and is a welcoming home for all brothers of AGR.

Action Statements:

- join IFC
 - who: Noble Ruler and VNR Housing
 - when: December 2005
- develop short- and long-term plans for where we're going with housing
 - who: VNR Management and Operations and alumni president
 - when: spring 2006
- develop a fund-raising plan to accomodate short- and long-term needs
 - who: alumni president
 - when: fall 2006 for short-term; 2009 for long-term
- develop a policy on who lives in the house
 - who: executive council
 - when: short-term -- fall 2006, and 2009 for long-term

- develop a policy on responsibilities within the house
 - who: VNR Management and Operations
 - when: fall 2006 for short-term and 2009 for long-term

6. Finances

Goal: Achieve and maintain financial stability that supports our goals and objectives as brothers of AGR.

Action Statements:

- establish responsible fiscal procedures, which operate with positive ethical conduct and will continue to effectively support the goals and activities of the fraternity
 - who: VNR Finance and executive committee
 - when: spring 2006
- provide a written financial report at each meeting
 - who: VNR Finance
 - when: weekly
- set up a system of checks and balances, and an auditing procedure
 - who: Executive Council
 - when: April 2006
- prepare an annual budget for the calendar year
 - who: VNR Finance and Finance Committee
 - when: December 2005
- develop a plan for the use of donated funds
 - who: Executive Council and Alumni Board
 - when: Spring 2006
- establish a system for alumni financial support
 - who: VNR Alumni and Alumni Board
 - when: Spring 2006
- develop a petty cash fund
 - who: VNR Finance and Executive Committee
 - when: immediately
- establish an account for donated monies
 - who: VNR Finance
 - when: December 2005

Member Development:

Goal: To develop a program that allows each brother to optimize and grow his talents and skills, and to further his understanding of AGR.

Activity Statements:

- conduct professional skills seminars
 - who: VNR Membership Development
 - when: bimonthly

- fully implement the brotherhood program
 - who: VNR Membership Development
 - when: as appropriate
- implement the five-orders program
 - who: VNR Membership Development
 - when: fall 2006
- update all new members on the strategic plan
 - who: VNR Membership Development
 - when: as initiated

Q: How are we going to use this plan, and with whom will we share it? A:
All brothers

6 months from now: email written report to Zane A.