

2020 STRATEGIC PLAN

PRIORITIES:

- Growth
- Member Development
- Undergraduate Living Environments

GROWTH OBJECTIVES:

- Expand Fraternity membership through increasing the number of chapters and colonies on college and university campuses.
 - Strategy 1 – 200 chapters and colonies by December 6, 2020
- Expand Fraternity membership through increasing the number of individual chapter and colony members on college and university campuses.
 - Strategy 2 – 10,000 undergraduate members by December 6, 2020 with an average chapter size of 50 members.
- Increase non-dues revenue to ensure that all aspects of Fraternity growth are supported by necessary infrastructure, fiscal and other resources, and staffing.
 - Strategy 3 – Increase merchandise sales and royalty income to \$75,000 annually by the end of Fiscal Year 2020.
 - Strategy 4 – Develop a sponsorship program.
- Augment the number of alumni who are engaged with local chapter by enhancing volunteer opportunities and engage and maintain strong and sustainable connections with local Alpha Sigma Phi chapters.
 - Strategy 5 – 95 percent of chapters will have a recognized Chapter Council by December 6, 2020.
 - Strategy 6 – 75 percent of chapters open for more than four years will have a recognized Alumni Association by December 6, 2020.
 - Strategy 7 – Regular communication with chapter alumni by the undergraduate chapter, Alumni Association and Fraternity Headquarters.

MEMBER DEVELOPMENT OBJECTIVES:

- Design and deliver programming that contributes to undergraduate learning, retention and success.
 - Strategy 8 – Average annual report score of 140 for chapters by July 1, 2020.
- Expand leadership development programs, experiences and positions for undergraduate and alumni
 - Strategy 9 – 100 percent of chapters and colonies using the Better Man Program for membership education by December 6, 2020.
 - Strategy 10 – Increase attendance at Elevate: International Leadership Conference and Grand Chapter to 1,000 undergraduates by the 2020 Grand Chapter (175th anniversary)
 - Strategy 11 – All chapters and members will participate in risk management training and harm prevention education annually.
 - Strategy 12 – All H-Officers will participate in training through a Fraternity leadership program.
 - Strategy 13 – Provide increased proactive resources to our undergraduates and alumni in the area of risk management.
- Encourage regular and intentional service and philanthropic opportunities for all members.
 - Strategy 14 – Raise 3 million total dollars for charity by December 6, 2020 with at least \$175,000 for each of our philanthropic partners.
 - Strategy 15 – 1,000 undergraduates will participate in Fraternity programs related to service by December 6, 2020.
 - Strategy 16 – 2 million total hours of hands-on community service will be performed by December 6, 2020.
 - Strategy 17 – 90% of chapters and colonies will annually participate in the Fraternity's Day of Service by December 6, 2020.

UNDERGRADUATE LIVING ENVIRONMENT OBJECTIVES:

- Empower CLVEN to provide undergraduate members and alumni advisors with information and resources to develop living environments that are safe, healthy and promote student engagement and learning.
 - Strategy 18 – Every chapter that owns, leases or rents a shared living environment will work with CLVEN or their local House Corporation.
- Significantly increase non-dues revenue to better support chapter housing on campus wherever possible.
 - Strategy 19 - Empower CLVEN to own and lease properties for housing to undergraduate chapters where economically feasible.