PHI DELT 2030
Strategic Vision of the International Fraternity

MISSION
VALUES
VISION
MISSION STATEMENT

To fulfill the principles of The Bond by providing our members a lifetime experience that allows each member to reach their own personal greatness.

VALUES
Friendship, Sound Learning, and Rectitude

VISION
To be recognized as the premier fraternal leadership development society in North America.

STRATEGIC INITIATIVES
- GROWTH & RETENTION
- MEMBER DEVELOPMENT
- HEALTH & SAFETY
- ENGAGEMENT
- SUPPORT
- FUNDING
GROWTH & RETENTION

Execute strategies that prioritize the growth and retention of existing chapters and the expansion of new chapters.
Create the optimal infrastructure, volunteer, and staff support model that prioritizes servant leadership and enables all chapters and members to reach their full potential and further the strategic initiatives of the Fraternity.
Increase the frequency, **quality**, and breadth of communication tactics and programming to increase engagement opportunities with the Fraternity.
Instill a culture of group and individual health and well-being that is recognized and proven to be the **safest** fraternal organization in North America.
Execute and promote transformational education that focuses on self-awareness, affirmation, motivation, and innovative leadership skills through on-demand technology and in-person program support for continued lifelong skill development and growth.
Implement strategies that **enable** the Phi Delta Theta Fraternity, Phi Delta Theta Foundation, and LiveLikeLou Foundation to **successfully fulfill** their mission.
GROWTH & RETENTION

- **17.5k** Undergraduates
- **80%** Chapters above avg fraternity size on campus
- **250 CHAPITERS BY 2030**
  - **200 CHAPITERS TO PDF**
  - **50 NEW CHAPTERS**
- **85%** New member retention 76% in 2020
- **93%** 2020 Annual chapter retention
- **98%** 2030 Annual chapter retention

MEMBER DEVELOPMENT

- **60k** Members educated via conference & online programs
- **75%** Chapters & colonies have Parents Clubs
- **100%** Education/job placement post-grad
- **90%** Conference faculties comprised of non-Phi Delt university partners
- **50%** Improvement in positive news by media
- **20%** Education/job placement for 60k Members
- **100%** Reduction in frequency of liability claims
- **75%** Membership educated annually in bystander education
- **100%** Live-in adviser in all House Corporation properties

HEALTH & SAFETY

- **75%** Focus on mental health
- **100%** Membership educated annually in bystander education
- **100%** Live-in adviser in all House Corporation properties

ENGAGEMENT

- **FOUR-YEAR membership development program**
- **75%** chapters & colonies have Parents Clubs
- **50%** improvement in positive news by media
- **20%** Conference faculties comprised of non-Phi Delt university partners
- **Identify top 20 dense markets and execute alumni networking & gatherings**

SUPPORT

- **1,250** Certified CAB members 5+ in each chapter/colony
- **Third-party endorsement as industry and/or regional employer**
- **High-functioning, strategy-driven chapter support model**
- **93%** Annual chapter retention
- **98%** 2030 Annual chapter retention

FUNDING

- **$13m+** raised for LiveLikeLou with 80% chapter engagement
- **$1.5m** Phi Delt Fund annual giving
- **$21m** Foundation-managed assets
- **$50m** Foundation-managed assets
- **15%** Knights of Pallas donors converted into Foundation donors
- **1m** Phi Delt Fund starting point

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**TO DO WHAT OUGHT TO BE DONE**

- **75%** Reduction in frequency of liability claims
- **100%** Membership educated annually in bystander education
- **100%** Live-in adviser in all House Corporation properties