Chapter Strategic Planning Process
Chapter Planning Strategy

INTERNATIONAL FRATERNITY

CORE BUSINESS
What business are we in?

VALUES
What makes us unique?

LOCAL CHAPTER

VISION
What do we aspire to be?

DIFFERENTIATION
What are the chapter’s strengths and opportunities?

PRIORITIES
What are the initiatives to focus on, change, or implement to make positive impact?
International Fraternity Defined

Core Business Defined
• Essential first step in the strategic planning process
• All components in plan derive from the definition of the core business
• Chapter focus is on building or strengthening the core business

Values Defined
• Our three Cardinal Principles reflect the timeless principles that guide our organization, and our behavior
• Values set an open, clear proclamation about how the chapter wants and expects everyone to behave
• A forward-thinking statement that is aspirational: “To become the premier men’s leadership organization on campus that helps brothers become the greatest version of themselves.”

• Created by the local chapter

• Used to inspire change, is long-term in nature and is easily understood and communicated, but never fully realized: “To be recognized as the academic and social leaders on our campus while winning consistent major awards from GHQ.”

• Acts as a beacon for the chapter’s efforts, the compass by which the organization is guided
Differentiation Defined

- Created by the local chapter using an abbreviated SWOT analysis
- What would Greek advisor, sorority women, others say about the chapter?
- Strengths and opportunities are used for priority development

**Drivers of Differentiation**
- Unique features
- Unique performance
- Exceptional experience
- Extraordinary brothers
- New technologies
- Quality
- Holistic
- Comprehensiveness
- Location
- Price
- Etc.

**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**

**THREATS**
Priorities Defined

• To do list created by the local chapter

• Defined efforts directly support the leverageable differentiations (strengths and opportunities)

• Initiatives changes more often than other parts of the pyramid

• SMART Goals
  • Specific
  • Measurable
  • Attainable
  • Realistic
  • Time-bound

Priority Examples
• Philanthropy
• Campus involvement
• Recruitment
• University relations
• Health and safety
• Intramural sports
• Awards
• Brotherhood development
• Phikeia education
• Dues

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Description and Goal</th>
<th>Accountable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruiting</td>
<td>Secure thirty quality Phikeias by October 1</td>
<td>Brad</td>
</tr>
<tr>
<td>University relations</td>
<td>Maintain annual signature event that supports the university's mission</td>
<td>Joey</td>
</tr>
<tr>
<td>Safe social environment</td>
<td>Zero negative incidents impacting brothers and our guests</td>
<td>All</td>
</tr>
</tbody>
</table>
INTERNATIONAL FRATERNITY

WHAT BUSINESS ARE WE IN?
Values-based men’s leadership organization

WHAT MAKES US UNIQUE?
Friendship, Sound Learning, Rectitude
LOCAL CHAPTER

WHAT DO WE ASPIRE TO BE?
Ex. To become the premier men's leadership organization on campus that helps brothers become the greatest version of themselves

WHAT ARE THE CHAPTER'S STRENGTHS AND OPPORTUNITIES?
Ex. Strengths: brotherhood, philanthropy, all-sing. Opportunities: intramural sports
**LOCAL CHAPTER**

**WHAT ARE THE INITIATIVES TO FOCUS ON, CHANGE, OR IMPLEMENT TO MAKE POSITIVE IMPACT?**

<table>
<thead>
<tr>
<th>Priority</th>
<th>Description &amp; Goal</th>
<th>Accountable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brotherhood</td>
<td>Plan and execute four brotherhood events during the fall semester with at least 80 percent participation of chapter at each event.</td>
<td>Vice president</td>
</tr>
<tr>
<td>Philanthropy</td>
<td>Organize, plan, and execute ALS 5k and fall festival that raises 20k for LiveLikeLou.</td>
<td>Philanthropy and community service chair</td>
</tr>
<tr>
<td>Intramural sports</td>
<td>Organize and fill chapter intramural teams to participate in all sports provided during the fall semester and ensure maximum participation from brothers and PhiKetas.</td>
<td>Sports chair</td>
</tr>
</tbody>
</table>