



SIGMA ALPHA EPSILON
BE TRUE.

Strategic Plan
2016-2018



Our *Creed*

The True Gentleman is the man whose conduct proceeds from good will and an acute sense of propriety, and whose self-control is equal to all emergencies; who does not make the poor man conscious of his poverty, the obscure man of his obscurity, or any man of his inferiority or deformity; who is himself humbled if necessity compels him to humble another; who does not flatter wealth, cringe before power, or boast of his own possessions or achievements; who speaks with frankness but always with sincerity and sympathy; whose deed follows his word; who thinks of the rights and feelings of others, rather than his own; and who appears well in any company, a man with whom honor is sacred and virtue safe.

- John Walter Wayland

The Strategic Plan Committee

Committee Members

Mark McDonough, Chairman (*Youngstown State University '98*)
Mike Sophir, Co-Chairman (*University of Nebraska '85*)
Paul Amundsen (*Northern Illinois University '85*)
Greg Brandt (*Drake University '84*)
Steve Churchill (*Iowa State University '85*)
Mike Corelli (*Northern Illinois University '01*)
Tom Dement (*Middle Tennessee State University '90*)
Ben Johnson (*University of California-Riverside '87*)
Aamir Kadri (*Loyola University '16*)
Mike Kimberlin (*Fort Hays State University '01*)
Michael Otten (*University of South Carolina '16*)
Mike Rodgers (*College of William & Mary '92*)
Kevin Snape (*University of Cincinnati '18*)
Nick Trelka (*University of Cincinnati '05*)
Greg Williams (*University of California-Irvine '16*)

Staff

Blaine Ayers, *Eminent Supreme Recorder*
Clark Brown, *General Counsel & Director of Health & Safety*
Ashlee Canty, *Director of Diversity & Inclusion*
Jeff Hall, *Associate Executive Director of Chapter Development*
Will Grimsley, *CEO & President, Sigma Alpha Epsilon Foundation*
Bill Nelson, *Chief Financial Officer*
Greg Somers, *Associate Executive Director of F&H*

Introduction

The strategic initiatives are the product of months of work by active members, alumni and staff. We engaged students, volunteers and donors throughout the Realm through surveys, focus groups, meetings and one-on-one communication to gain the best possible understanding of issues and interests. We have made our best effort to ensure those priorities are reflected in the plan's goals, objectives and strategies.

These initiatives are intended to serve as a primary set of priorities for the next three years with goals achieved by the end of 2018. The Supreme Council and staff will use this plan as a guide in developing the programs, tactics and services that will drive the organization forward and support the Mission of Sigma Alpha Epsilon. This plan is not intended to be an all-encompassing approach to the Fraternity but rather a set of focused initiatives to promote member involvement and organizational growth.

There are four overarching goals:

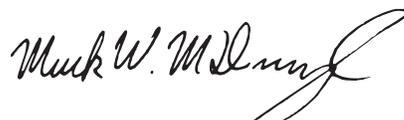
- ◆ Engage and retain alumni throughout life
- ◆ Increase our relevance and reputation by better connecting members with the Mission
- ◆ Live “The True Gentleman” to provide an experience that will be safe for members and guests
- ◆ Prioritize Fraternity resources to implement the strategic initiatives

It is the intent of these initiatives to honor Σ AE's rich traditions and the tenets of our Ritual while ensuring the Fraternity remains relevant to college men and alumni of today and tomorrow.

The challenge of any plan, of course, is deed following word. We are confident Σ AE members will continue to trust and adhere to the principles expressed in “The True Gentleman” both in their Chapters and daily lives and work toward achieving success.

Our thanks to the committee members, Fraternity Service Center staff, Supreme Council and the many volunteers, students and professionals who have contributed to this process and the initiatives set forth. We are indebted to you for your time, energy and creativity.

Fraternally,



Mark W. McDonough
Chairman



Mike Sophir
Co-Chairman

Mission

Advancing the highest standards of friendship, scholarship, leadership and service for our members throughout life

Vision

True Gentlemen making our global community better

Values

In congruence with the Mission and virtues of ΣAE, we hold these core values critical to advance the Strategic Plan:

- ◆ Trust
- ◆ Integrity
- ◆ Loyalty
- ◆ Honor
- ◆ Inclusivity

Strategic Initiatives

Goal 1

Engage and retain alumni throughout life.

Objective 1

Expand undergraduate and alumni engagement to promote and advance lifelong membership.

Strategic Initiatives:

- ◆ Design and implement experiential program(s) that address the needs of juniors and seniors to engage them in an on-going relationship with the Fraternity during their undergraduate years.
- ◆ Create experiential programs delivered at the chapter level that drive the transition from the undergraduate to alumni experience.
- ◆ Design and implement experiential programs and services for alumni that address their personal and professional lives and interests to foster lifelong membership.
- ◆ Design and implement initiatives to foster, recruit and engage alumni in the Fraternity.

Objective 2

Develop programs that promote growth in volunteerism.

Strategic Initiatives:

- ◆ Launch an innovative campaign to broaden, diversify and increase the number of active volunteers by 500 persons.
- ◆ Evaluate the role of alumni associations and the province structure to advance the Mission of the Fraternity.

Goal 2

Increase our relevance and reputation by better connecting members with the Mission.

Objective 1

Introduce and invigorate Mission-focused programming that serves member-development needs throughout college and alumni life.

Strategic Initiatives:

- ◆ Assess member educational and training needs from college through alumni life.
- ◆ Create and implement a program based on the needs assessment and a review of current programs.

Objective 2

Recognize members whose actions demonstrate a commitment to the Values and Mission.

Strategic Initiatives:

- ◆ Determine recognition program objectives/requirements.
- ◆ Compare program objectives with the current Σ AE awards program.
- ◆ Create and implement the recognition program.

Objective 3

Establish an integrated communications platform driven by the Mission, Vision, Values and the proposed strategic plan goals.

Strategic Initiatives:

- ◆ Define the program's objectives.
- ◆ Compare the proposed objectives with the current Σ AE communications program.
- ◆ Create and launch a robust interactive communications initiative that celebrates the positive accomplishments and diversity of our members.

Goal 3

Live “The True Gentleman” to provide an experience that will be safe for members and guests.

Objective 1

Reduce to eliminate alcohol-related incidents.

Strategic Initiatives:

- ◆ Create and implement, through the chapters, programs that reflect best practices in reducing alcohol-related incidents.
- ◆ Review and update, as required, approaches used by Σ AE to determine the number of alcohol-related incidents.

Objective 2

- ◆ Enhance the ongoing understanding of our undergraduate members that these results are directly impacted by responsible decision-making, which ultimately rests with them.

Reduce to eliminate sexual harassment and assault incidents.

Strategic Initiatives:

- ◆ Create and implement model programs that can be implemented at the chapter level and that reward effective results.
- ◆ Create and implement reporting systems that determine the effectiveness of the model programs.
- ◆ Enhance the ongoing understanding of our undergraduate members that these results are directly impacted by responsible decision-making, which ultimately rests with them.

Objective 3

Reduce to eliminate hazing and other behavior incidents inconsistent with our Values.

Strategic Initiatives:

- ◆ Determine behaviors that Σ AE wants to reduce.
- ◆ Review current approaches to document inappropriate behavior and update as required.
- ◆ Create and implement programs that address the behavior incidents.
- ◆ Enhance the ongoing understanding of our undergraduate members that these results are directly impacted by responsible decision-making, which ultimately rests with them.

Goal 4

Prioritize Fraternity resources to implement the strategic initiatives.

Provide the financial resources to implement the strategic initiatives.

Objective 1

Strategic Initiatives:

- ◆ Determine the financial requirements of the strategic initiatives.
- ◆ Budget for strategic initiatives that aren't covered in the current budget.
- ◆ Draft a three-year financial budget to achieve the strategic initiatives.

Objective 2

Align staff with the requirements of the strategic initiatives.

Strategic Initiatives:

- ◆ Determine the skills and talent required to achieve the strategic initiatives.
- ◆ Assess the experience and skills of the existing staff to fulfill the strategic initiatives.
- ◆ Determine the resources needed to advance the strategic initiatives.