The 2011-2014 Strategic Plan for the Fraternity/Sorority Community at the University of Minnesota

Vision of the Fraternity/Sorority Community at the University of Minnesota

Fraternities and sororities become the most reliable and respected organizations at the University of Minnesota because all members align their actions with the Fraternity/Sorority Community’s stated values now and throughout their lives. As a result every fraternity and sorority member contributes positively to the University of Minnesota.

Values of the Fraternity/Sorority Community at the University of Minnesota

Values are principles and beliefs that guide the actions of a person or group. The Fraternity/Sorority Community’s members come to college with some values developed. Members join an organization with a set of articulated values. Additionally, there are values essential to the entire campus community. Common values unify and guide Fraternity/Sorority Community members. Membership in a fraternity/sorority helps students develop new and strengthen existing values.

We value meaningful relationships...

Demonstrated through a deep interpersonal connection among members. Each member can create lifelong relationships grounded in shared values.

We value leadership...

Demonstrated through opportunities for members to work collaboratively toward a shared goal. Each member can learn to guide and empower others.

We value the pursuit of knowledge...

Demonstrated through individual and collaborative work toward the accomplishment of academic and career goals. Each member has experiences in the classroom, their chapters, on campus, and in the local community that help them learn influential lessons for a lifetime.

We value inclusion...

Demonstrated by member’s efforts to work with others and understand how diversity enriches learning. Each member can learn how to interact across differences in our global society.

We value social responsibility...

Demonstrated through hands-on service and philanthropic pursuits that benefit the campus and local community. Each member can become engaged in efforts to improve society and learn that their actions influence the greater good.

We value members’ development...
Demonstrated through a well rounded and fulfilling college experience that results in the cultivation of personal and professional growth. Each member can have the opportunity to become the best one can be as a result of their fraternity/sorority experience.

We value integrity...

Demonstrated through ongoing efforts to align members’ actions with organizations’ stated values. Each member can develop the ability to make personal decisions based on individual and collective values.

We value contribution...

Demonstrated through active and positive engagement by our members in their organization and The Fraternity/Sorority Community. Each member learns how their contributions impact the greater good.

We value lifelong commitment...

Demonstrated through connections and networks developed in college that are grounded in common values and interests. Each of our members can choose to nurture these relationships and support their fraternity/sorority throughout their lives

Learning Outcomes of the Fraternity/Sorority Community at the University of Minnesota

An outcome is an action that demonstrates learning, growth and increased competence. Successful members of fraternities and sororities at the University of Minnesota participate in local and national/international activities that develop or demonstrate the following outcomes...

1. Members become aware of individual, chapter, Fraternity/Sorority Community, and campus values; as a result, they reflect on how actions and values are aligned and aspire to increased congruence between espoused and enacted values.

2. Members learn to engage and empower others; as a result, they have an evolving definition of what it means to “be a leader”.

3. Members develop skills to work with others; as a result, they understand when to be interdependent and when to demonstrate autonomy.

4. Members successfully interact across differences; as a result, they can work skillfully in a global society, and appreciate shared and different worldviews.

5. Members improve communication skills; as a result, they develop the competence to efficiently communicate their ideas, both spoken and written.
6. Members across generations establish personal and professional connections; as a result, they develop lifelong friendships and foster mentoring relationships.

7. Members are provided opportunities to be academically successful and come to value knowledge acquisition; as a result they view their fraternity/sorority experience as influencing learning that informs decision-making throughout their lives.

8. Members develop a sense of respect and responsibility; as a result, members demonstrate genuine care and concern for others, and keep them safe.

9. Members understand the need to serve and provide financial support to their communities; as a result, they demonstrate civic engagement and become contributing members of society.

10. Members develop loyalty to the University of Minnesota; as a result, they demonstrate continued involvement and financial support of the university, academic departments, student life and/or The Fraternity/Sorority Community.

11. Members perpetuate the strength of their own fraternity/sorority experience as a result, they engage with one another as both mentees and mentors throughout their lives.

12. Members have a fun and valuable college experience; as a result, they understand how to enjoy life.

**Strategic Issue One: Mission and Values Congruence**

Fraternities and sororities have a long history at The University of Minnesota. Within their fraternity/sorority, members can learn how to lead a life based on individual and shared values. Fraternities and sororities are, therefore, centrally positioned in the individual development of members. These organizations must focus attention on living their espoused purpose, demonstrating articulated values, and emphasizing the outcomes of membership. To address this strategic issue, we should 1) develop standards, 2) promote community values, and 3) increase education on fraternal values.

I. Develop standards for upholding Fraternity/Sorority Community values

II. Promote values as core to fraternity/sorority experience

III. Increase education on fraternal values

**Strategic Issue Two: Inclusion/Diversity and Multiculturalism**

The Fraternity/Sorority Community should reflect the diversity of the campus. All members should feel they are included and valued parts of the Fraternity/Sorority Community. Collaboration across diverse fraternities and sororities and organizations within the overall campus is vital to learn how to work with
diverse others while at the University of Minnesota and become contributing members of society after college.

Additionally, forums to explore the value of differences must be provided. To address this strategic issue, we should:

I. Increase opportunities to learn about other
II. Provide structure for the interaction of diverse organizations
III. Establish efforts to recruit membership that is representative of the University

Strategic Issue Three: Governance and Advocacy

Managing the Fraternity/Sorority Community requires systems and processes to ensure it is run properly. Fraternity/Sorority Community leaders must govern and also advocate for the interests of the collective community. The responsibility of managing the Fraternity/Sorority Community rests with undergraduate members, alumni volunteers, headquarters staff members and campus and community stakeholders. Collectively, we can work together to uphold standards. To address this strategic issue, we should:

I. Improve shared-governing processes
II. Examine efficacy of chapters in shared governance
III. Strengthen the position and role of the OFSL
IV. Strengthen the consistency and long-term viability of governing councils

Strategic Issue Four: Building Community and Fostering Collaboration

The success of the Fraternity/Sorority Community depends on strong partnerships. Becoming a community is about understanding how we are independent and interdependent. It is vital to respect an organization’s diversity and also understand commonalities that connect all members of the Fraternity/Sorority Community. There must also be connections made to the larger campus and Twin Cities community. To address this strategic issue, we should:

I. Emphasize relationships among Fraternity/Sorority Community chapters
II. Strengthen collaborative relationships with administration
III. Create connections with the campus and local community
IV. Improve communication and relationships with other stakeholders

**Strategic Issue Five: Learning and Development**

Students come to college to become educated for a career and active participation in a global society. Learning must be a priority in order for fraternities and sororities to be viewed as relevant to the larger campus community. Additionally, these organizations should foster healthy human growth and development. To address this strategic issue, we should:

I. Connect member experiences to learning and development
II. Increase the connection between curricular experiences and fraternity/sorority membership
III. Educate on issues relevant to membership in a fraternity/sorority
IV. Prepare for life after college
V. Provide resources and services for members to learn
VI. Educate for Safety, Health and Wellness

**Strategic Issue Six: Membership and Resources**

Our future is dependent on recruiting the best students into our organizations. This may require changing the processes and structures we use for bringing in new members. We must attend to modern-day tactics to help students understand the benefits of membership in a fraternity/sorority. We must also use our resources wisely, expand our use of technology and work closely with alumni and parents to manage our overall Fraternity/Sorority Community experience. To address this strategic issue, we should:

I. Continue our legacy through support of recruitment and intake
II. Attend to issues managing fraternity/sorority facilities
III. Build Greek Village to provide opportunity for shared fraternity/sorority community living
IV. Use assessment to inform priorities
V. Use technology to improve operations
VI. Increase Human and Fiscal Resources
Strategic Issue Seven: Marketing

Fraternities and sororities contribute in many ways to the University of Minnesota campus. It is important for the campus, Twin-Cities community and parents to understand the many positive opportunities that exist through membership. It is also important for members of the Fraternity/Sorority community to know what is happening across organizations. It is essential to develop an overall approach to promoting the value of membership in these organizations. To address this strategic issue, we should:

I. Inform potential members about the value of fraternity and sorority life.

II. Develop clear and consistent marketing materials about membership in the Fraternity/Sorority Community.

III. Target marketing efforts to specific populations.
   1. Internal awareness among chapters;
   2. External awareness among faculty and staff;
   3. Awareness of Parents;
   4. Awareness of Alumni and Headquarters;
   5. Awareness of local community members (each semester beginning fall 2012).
Appendix A

**Strategic Planning Committee Members**

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