



Alpha Phi Alpha Fraternity, Inc



May 6, 2006 ~ Strategic Foundation Document 2006 ~ 2011 (Updated 5/10/06)

MOTTO

“First of All, Servants of All, We Shall Transcend All”

Mission Statement

Alpha Phi Alpha Fraternity, Inc. Develops Leaders, Promotes Brotherhood and Academic Excellence, While Providing Service And Advocacy For Our Communities.

Vision Statement

The Objectives Of This Fraternity Shall Be: To Stimulate The Ambition Of Its Members; To Prepare Them For The Greatest Usefulness In The Causes Of Humanity, Freedom, And Dignity Of The Individual; To Encourage The Highest And Noblest Form Of Manhood; And To Aid Down-Trodden Humanity In Its Efforts To Achieve Higher Social, Economic And Intellectuals Status.

2006-2011 Goals

OPERATIONS MANAGEMENT

- ❖ To develop a set of operating policies and procedures to govern all aspects of Fraternity operations.

COMMUNICATIONS/PUBLIC RELATIONS & BRAND MGT

- ❖ To develop a comprehensive plan to address Internal Communications, Public Relations and the overall Brand Management of Alpha Phi Alpha Fraternity, Inc.

MEMBERSHIP MANAGEMENT

- ❖ To effectively and efficiently manage membership intake, retention, training and development, and chapter operations

FISCAL MANAGEMENT

- ❖ To develop a financial infrastructure that clearly defines processes for fiscal accounting and management, organizational integrity, and revenue generation

PROGRAM MANAGEMENT

- ❖ Be the leader in providing effective programs for the Fraternity and the community.

- Focus the scope of Alpha University as the training mechanism responsible for teaching and conveying policies to the Fraternity
- Clarify all relationships between the Fraternity and all foundations and affiliated entities (Building, Economic Development, Education, and MLK) down to the chapter level
- Develop a three tiered plan for headquarters operations focused on the facility, Executive Director performance and customer service
- Assess the purpose, frequency and financial viability of National Conventions
- Develop fundraising guidelines

- Develop a Brand Management Plan
- Develop a Marketing Plan
- Develop an Internal Communications process
- Develop a Public Relations Plan
- Develop a Crisis Management Plan

Key Strategies

- Develop and evaluate a process to attract, select and initiate members with outstanding academic achievement and leadership qualities.
- Create a task force to review and revise the Membership Intake Process
- Develop and evaluate a plan to retain and reclaim brothers
- Develop and evaluate a course of action for fraternal, personal, and professional development
- Develop and evaluate a procedure to maximize the members' expertise and chapter efficiency in chapter operations

- Create a financial department with the appropriate staffing
- Develop and strengthen policies and procedures that reflect best fiscal practices in non-profit organization
- Develop a culture of financial accountability and transparency
- Develop and enhance income streams and fundraising opportunities (fundraising and fiscal accountability to are separate)

- To ascertain the value that the various programs add to the Fraternity & Community.
 - Define successful program
 - Program evaluation
- Develop and execute objective performance evaluations of Fraternity programs.
- Evaluate Partnership to ensure alignment with Fraternity's mission statement.
 - Assess communication between partnerships
 - Evaluate principle