



# 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	COMMUNICATIONS/PUBLIC RELATIONS & BRAND MGT	MEMBERSHIP MANAGEMENT	FISCAL MANAGEMENT	PROGRAM MANAGEMENT
❖ To develop a set of operating policies and procedures to govern all aspects of Fraternity operations.	❖ To develop a comprehensive plan to address Internal Communications, Public Relations and the overall Brand Management of Alpha Phi Alpha Fraternity, Inc.	❖ To effectively and efficiently manage membership intake, retention, training and development, and chapter operations	❖ To develop a financial infrastructure that clearly defines processes for fiscal accounting and management, organizational integrity, and revenue generation	❖ Be the leader in providing effective programs for the Fraternity and the community.

## Key Strategies

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| <ul style="list-style-type: none"><li>▪ Focus the scope of Alpha University as the training mechanism responsible for teaching and conveying policies to the Fraternity</li><li>▪ Clarify all relationships between the Fraternity and all foundations and affiliated entities (Building, Economic Development, Education, and MLK) down to the chapter level</li><li>▪ Develop a three tiered plan for headquarters operations focused on the facility, Executive Director performance and customer service</li><li>▪ Assess the purpose, frequency and financial viability of National Conventions</li><li>▪ Develop fundraising guidelines</li></ul> | <ul style="list-style-type: none"><li>▪ Develop a Brand Management Plan</li><li>▪ Develop a Marketing Plan</li><li>▪ Develop an Internal Communications process</li><li>▪ Develop a Public Relations Plan</li><li>▪ Develop a Crisis Management Plan</li></ul> | <ul style="list-style-type: none"><li>▪ Develop and evaluate a process to attract, select and initiate members with outstanding academic achievement and leadership qualities</li><li>▪ Create a task force to review and revise the Membership Intake Process</li><li>▪ Develop and evaluate a plan to retain and reclaim brothers</li><li>▪ Develop and evaluate a course of action for fraternal, personal, and professional development</li><li>▪ Develop and evaluate a procedure to maximize the members' expertise and chapter efficiency in chapter operations</li></ul> | <ul style="list-style-type: none"><li>▪ Create a financial department with the appropriate staffing</li><li>▪ Develop and strengthen policies and procedures that reflect best fiscal practices in non-profit organization</li><li>▪ Develop a culture of financial accountability and transparency</li><li>▪ Develop and enhance income streams and fundraising opportunities (fundraising and fiscal accountability to are separate)</li></ul> | <ul style="list-style-type: none"><li>▪ To ascertain the value that the various programs add to the Fraternity &amp; Community.<ul style="list-style-type: none"><li>• Define successful program</li><li>• Program evaluation</li></ul></li><li>▪ Develop and execute objective performance evaluations of Fraternity programs.</li><li>▪ Evaluate Partnership to ensure alignment with Fraternity's mission statement.<ul style="list-style-type: none"><li>• Assess communication between partnerships</li><li>• Evaluate principle</li></ul></li></ul> |
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