



## UNCOMMON LEADERSHIP STRATEGIC PLAN 2023

Pi Kappa Phi's mission is to create an uncommon and lifelong brotherhood that develops leaders and encourages service to others for the betterment of our communities. In order to elevate the student and alumni experience over the next five years, Pi Kappa Phi will:

### STUDENT EXPERIENCE

**Foster a deeper sense of belonging to the Fraternity among a greater number of students.**

- FOCUS AREA:** Develop, enhance, and expand the capacity of the Fraternity's educational opportunities.
- FOCUS AREA:** Create leadership development experiences aimed at the interests of upperclassmen in order to reinforce a culture of fraternal mentorship, encourage wellness, facilitate career connections, and promote greater citizenship.
- FOCUS AREA:** Develop creative content and leverage technology in order to connect individual brothers to the emotional, lifelong experience of membership in Pi Kappa Phi.
- FOCUS AREA:** Encourage servant leadership through new initiatives that build upon the Fraternity's existing ethic of service through The Ability Experience, promote local action benefiting our communities, and result in more members correlating their fraternal experience with service.
- FOCUS AREA:** Expand the opportunities for students to recognize the importance and impact of lifelong engagement with Pi Kappa Phi.

### ALUMNI ENGAGEMENT

**Promote the relevance of the Fraternity beyond the student experience and encourage continued engagement with Pi Kappa Phi throughout our members' lives.**

- FOCUS AREA:** Increase the opportunities for alumni to engage in professional and personal development, mentorship, and networking through the Fraternity.
- FOCUS AREA:** Sustain engagement with young alumni in their first 10 years after graduation.
- FOCUS AREA:** Expand the opportunities for alumni to demonstrate the importance and impact of lifelong engagement with Pi Kappa Phi to our students.

## **GROWTH**

**Maintain our position as a top 10 fraternity in number of chapters and number of undergraduate members.**

**FOCUS AREA:** Continue to strategically grow the Fraternity by expanding to at least eight targeted institutions each year.

**FOCUS AREA:** Grow the total undergraduate membership through increased recruitment and retention at the chapter level.

## **CHAPTER QUALITY & SUPPORT**

**Enhance overall chapter quality while improving business systems that support chapter success and local financial integrity.**

**FOCUS AREA:** Develop, enhance, and expand the Fraternity's training and resources for chapter officers, key committee chairmen, local volunteers, and newly chartered chapters.

**FOCUS AREA:** Expand the local volunteer support for our chapters through increased recruitment and retention.

**FOCUS AREA:** Annually increase chapter performance against established operational metrics and benchmarks of excellence.

**FOCUS AREA:** Collaborate with host institutions to leverage campus resources in support of a successful chapter experience.

**FOCUS AREA:** Continue to invest in a national staff structure that supports the development of our chapters.

**FOCUS AREA:** Promote and emphasize financial integrity with chapter officers and local volunteers through existing programs and by holding or offering specific, targeted conversations and resources.

## **BRANDING & COMMUNICATION**

**Inspire action and engagement by promoting the opportunities and collective successes of the Fraternity.**

**FOCUS AREA:** Consistently and effectively communicate the Greater Fraternity's brand, clearly articulating the relevance of Pi Kappa Phi to students, alumni, higher education professionals, campus communities, parents, and other stakeholders.

**FOCUS AREA:** Engage student and alumni through an effective and consistent communications and contact strategy.

## FUNDING

Create a sustainable and affordable experience for our members.

**FOCUS AREA:** Continually evaluate the Fraternity's financial policies and procedures in order to efficiently, effectively, and prudently deploy all financial resources.

**FOCUS AREA:** Grow Pi Kappa Phi's annual budget in order to adjust for inflation and fund the Fraternity's strategic priorities.

## GOVERNANCE

Strengthen the global governance model.

**FOCUS AREA:** Strengthen the global board governance model, including prospect identification, onboarding, and evaluation processes, as well as succession planning metrics.

**FOCUS AREA:** Continually evaluate and amending the Fraternity's governance documents, policies, and procedures in order to best support the chapter and member experience.

**FOCUS AREA:** Promote effective chapter governance practices through education, training, and mature adult guidance from the national staff and local volunteers.