



**2014-2016**

# **Fraternity and Sorority Community Strategic Plan**

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**PURDUE**  
*Fraternity and Sorority Life*

January 30, 2014

Dear Fraternity and Sorority Community Stakeholders,

During the fall 2013 semester, a group of fraternity and sorority students, alumni, and staff came together to begin work on the Purdue University 2014-2016 Fraternity and Sorority Community Strategic Plan. These stakeholders worked diligently to develop a plan that defines our Mission and areas in which we want to be best; guides decision making and resource allocation; creates a greater sense of community and collaboration among stakeholders; and breeds new energy and passion into the Purdue University Fraternity and Sorority Community.

In addition, the committee created an ambitious and aggressive two-year plan that will address our opportunities and challenges with a sense of pride and community. The Fraternity and Sorority Community Strategic Plan belongs to the entire community, and its success will be linked to the necessary and valuable participation of community stakeholders. Over the next two years there will be a number of committees, focus groups, and work groups that will take the lead on specific initiatives. I encourage each and every community member to find a way to get involved and leave your mark on the Fraternity and Sorority Community.

Please review the plan, create dialogue among your peers, identify areas of interest, ask questions, get involved and provide feedback to community leaders. The Fraternity, Sorority and Cooperative Life staff will be reaching out to inter/national organizations to share the plan and identify opportunities for cooperation and collaboration. Do not hesitate to contact me at 765.494.4880 or [bcutler@purdue.edu](mailto:bcutler@purdue.edu) with any questions and/or feedback. We look forward to your active participation in implementing the plan. Thank you for joining with us in our greatest successes—those which are yet to be discovered!

Sincerely,



Brandon J. Cutler  
Assistant Dean of Students/Director of Fraternity, Sorority and Cooperative Life

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## MISSION STATEMENT

The Purdue University Fraternity and Sorority Community is a collaborative community committed to student success, leadership, and service while advancing Purdue.

## AREAS FOR THE FRATERNITY AND SORORITY COMMUNITY TO BE THE BEST IN

- 1) Academic Achievement
- 2) Service
- 3) Leadership Development
- 4) Outreach
- 5) Sense of Community between Councils and Chapters
- 6) Achieving the Purpose of Individual Chapters
- 7) Safe and Responsible Decision Making
- 8) Positive Reputation
- 9) Accountability

## STRATEGIC INITIATIVES

- 1) Establish a standards and assessment program to create accountability and improve performance of the Fraternity and Sorority Community.
  - a. Establish a committee to oversee the development of a Standards and Assessment program for the Fraternity and Sorority community. Committee should be no more than 15 members.  
*Implementation Goal: February 1, 2014*
  - b. Host a series of focus groups to discuss process, implementation, performance, expectations, and other details with stakeholders in the Fraternity and Sorority community.  
*Implementation Goal: March 1, 2014*
  - c. Review Standards and Assessment programs from other peer institutions, and publish a best practices report during the spring 2014 semester.  
*Implementation Goal: March 1, 2014*
  - d. Design a process agreed to by all stakeholders.  
*Implementation Goal: May 15, 2014*
  - e. Begin process of implementation for the community.  
*Implementation Goal: August 20, 2014*
- 2) Develop a collaborative culture with the governing councils, university, community partners, alumni, and inter/national organizations.
  - a. Adjust processes for planning to incorporate all fraternity and sorority governing councils throughout the process.  
*Implementation Goal: February 1, 2014*
  - b. Collaborate with the alumni center to track contact information for fraternity and sorority alumni in order to increase engagement.  
*Implementation Goal: March 1, 2014*
  - c. Develop a fraternity and sorority alumni advisory group.  
*Implementation Goal: May 15, 2014*

- d. Develop an alumni consulting team to assist other organizations with internal assessment and growth initiatives.  
*Implementation Goal: September 15, 2014*
  - e. Assess current collaborative events sponsored or co-sponsored by fraternities and sororities such as Officer and Advisor Training, Council Officers and Chapter Presidents Leadership Advance, and New Member Orientation.  
*Implementation Goal: January 2015*
  - f. Collaborate with university officials to create additional community-based educational, service and civic engagement events.  
*Implementation Goal: March 1, 2015*
  - g. Develop training programs for alumni and advisory teams.  
*Implementation Goal: On-going*
- 3) Implement a marketing/branding campaign to celebrate the purpose of and benefits of fraternities and sororities to complement the recruiting process and provide a foundation for the request of other resources.
- a. Assess current marketing/branding initiatives and engage an outside entity to make recommendations for a marketing/branding campaign.  
*Implementation Goal: March 1, 2014*
  - b. Develop a marketing and branding campaign.  
*Implementation Goal: April 1, 2014*
  - c. Conduct focus groups regarding new marketing/branding materials.  
*Implementation Goal: April 15, 2014*
  - d. Implement a comprehensive values based marketing/branding campaign.  
*Implementation Goal: June 1, 2014*
  - e. Assess recruitment practices of all councils to increase data reporting regarding recruitment and retention.  
*Implementation Goal: December 1, 2014*
  - f. Provide brand management and recruitment training for chapters.  
*Implementation Goal: On-going*
- 4) Develop opportunities for student growth through involvement in leadership, service, and networking.
- a. Establish and utilize learning outcomes in all programs and initiatives.  
*Implementation Goal: February 1, 2014*
  - b. Assess existing leadership, service, and networking programs and initiatives taking place in fraternity and sorority life.  
*Implementation Goal: January 2015*
  - c. Define a leadership development curriculum for fraternity/sorority members.  
*Implementation Goal: Fall 2015*
  - d. Identify additional opportunities outside of fraternity/sorority life for fraternity/sorority members to grow in leadership, service, and networking.  
*Implementation Goal: On-going*

- 5) Establish a culture of safe and healthy decision making throughout the community.
  - a. Assess cultural and social norms.  
*Implementation Goal: March 15, 2014*
  - b. Develop educational training and certification programs to address cultural issues such as, but not limited to: personal safety, bystander intervention, eating disorders, mental health, hazing prevention, sexual assault and alcohol and drug abuse.  
*Implementation Goal: April 1, 2014*
  - c. Empower student leaders to enforce the expectations and policies they have set for themselves.  
*Implementation Goal: On-going*
  - d. Reclaim the social experience to create a living/learning environment more conducive to academic and personal success.  
*Implementation Goal: On-going*
  - e. Secure additional resources needed to reach a larger number of community members.  
*Implementation Goal: On-going*



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A special thank you to the members of the Fraternity and Sorority Community Task Force for their time, wisdom, feedback and contributions to the development of the plan.

Pat Kunhle: Pi Kappa Phi Chapter Advisor

Terrance Smith: Phi Beta Sigma Fraternity, Inc. Faculty Advisor

Tara Lannan: Pi Beta Phi Advisor

Neil Schaefer: IFC President and Sigma Alpha Epsilon

Adam Dean: NPHC President and Alpha Phi Alpha Fraternity, Inc.

Angela Yuan: MGC Vice President and alpha Kappa Delta Phi

Courtney Lansing: Panhellenic Council Risk Management and Delta Gamma

Chris DeEulis: Assistant Director of Fraternity, Sorority and Cooperative Life

Jessica Knerr: Assistant Director of Fraternity, Sorority and Cooperative Life

Brandon Cutler: Assistant Dean of Students/Director of Fraternity, Sorority and Cooperative Life

Jenn Sula: Assistant Director of Fraternity, Sorority and Cooperative Life for Risk Management

Gene Ivnik: Strategic Planning Facilitator and Phi Kappa Theta



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