



Strategic Plan

VISION	An action statement created by the High Council that propels the Fraternity toward its Mission and describes the manner in which the Fraternity will pursue its Mission.
MISSION	A statement of core ideology that describes the purpose of the Fraternity. The Grand Chapter and High Council determine the Mission informed by the Fraternity's Ritual, history and The Law.
ENVISIONED FUTURE	Statements that represent how the High Council envisions the Fraternity and its Mission will be relevant 15-20 years in the future.
STRATEGIC IMPERATIVES	Strategic Imperatives describe conditions necessary to reach the Envisioned Future. Such conditions may exist fully, partially or not at all in the present and, once attained, may need to be ongoing. The High Council is responsible for defining Strategic Imperatives, but they do so with significant input from the Executive Director (staff). The High Council also prioritizes the Strategic Plan by ranking the Imperatives.
STRATEGIC GOALS	Specific, measurable results and attributes the Fraternity seeks to obtain or achieve within the near future (1-8 years). Strategic Goals are designed to lead to Strategic Imperatives and are organized within each of the ten Imperatives. The High Council and Executive Director (staff) are jointly responsible for determining the Strategic Goals. The High Council evaluates the Fraternity's progress, and the performance of the Executive Director, by measuring progress toward the Strategic Goals.

STRATEGIC PLAN

Vision and Mission	Envisioned Future
<p style="text-align: center;">VISION</p> <p style="text-align: center;">Excelling with Honor</p>	<p style="text-align: center;">LEADERSHIP IN ACTION</p> <p>Sigma Nu transforms society through the commitment of its members to the Fraternity's founding principles, leadership and ethical living.</p>
<p style="text-align: center;">MISSION</p> <p>To develop ethical leaders inspired by the principles of Love, Honor, and Truth.</p> <p>To foster the personal growth of each man's mind, heart, and character.</p> <p>To perpetuate lifelong friendships and commitment to the Fraternity.</p>	<p style="text-align: center;">EXCELLENCE</p> <p>Sigma Nu's organizational structures and internal operations provide for the effective deployment of resources to deliver an unmatched level of service to its constituents.</p>
	<p style="text-align: center;">GROWTH</p> <p>Sigma Nu is continually increasing its membership and capabilities as it creates and capitalizes on new markets and opportunities that support the Fraternity's mission.</p>
	<p style="text-align: center;">MEMBERSHIP VALUE</p> <p>Sigma Nu enhances the experience of its members and builds a sense of community in a way that generates a desire to invest time, talent, and treasure in the development of both the organization and its future members which is recognized by all as a contribution to the greater good.</p>

Strategic Imperatives and Goals

CHAPTER STRENGTH

Sigma Nu will assist its chapters in achieving organizational excellence.

1. The Fraternity will identify, clarify and deliver best practices.
2. The Fraternity will refine performance criteria to clarify minimum standards and outcomes.
3. The Fraternity will ensure that 100% of chapters have an Alumni Advisory Board by June 30, 2012.
4. The Fraternity will increase the rate of candidate retention to reach a retention rate of 90% by June 30, 2014.
5. The Fraternity will identify, prioritize and implement recolonization and colonization opportunities.

EXCELLENCE THROUGH EDUCATION

Sigma Nu will assist its members in achieving personal growth and in ethical leadership development.

1. The Fraternity will offer effective, innovative and technologically advanced ethical leadership development opportunities through the LEAD Program.
2. The percentage of chapters meeting or exceeding the all men's GPA – or achieving a GPA of 3.0 on a 4.0 scale – at their respective campus will increase annually by five percent through the end of the 2014-2015 academic year.
3. The Fraternity will intensify its efforts and support the initiatives of others to prevent the misuse of alcohol and other substances.
4. The Fraternity will militate against hazing and those who perpetuate, enable, or tolerate hazing; the Fraternity will undertake appropriate disciplinary action for individuals and/or chapters in response to incidents of hazing and will communicate such consequences to appropriate constituents.
5. The Fraternity will provide opportunities for members to become involved in community service and philanthropic endeavors to foster the development of servant leaders.
6. The Fraternity will honor, preserve and make accessible its rich historical heritage in order to educate and inspire its collegiate and alumni members.

RECRUITMENT

Sigma Nu will consistently increase its membership through an innovative, values-based recruitment program.

1. The Fraternity will increase the number of new candidates pledged by 10% annually.
2. Each chapter will meet or exceed the average fraternity chapter size on its campus by June 30, 2016.
3. The Fraternity will develop and implement a program to identify and refer legacies by June 30, 2011.

ALUMNI INVOLVEMENT

Sigma Nu will identify and engage alumni to support the success of chapters, develop and perpetuate fraternal leadership and increase the value of lifetime membership.

1. The Fraternity will identify, organize and develop future leaders for the Fraternity.
2. 75% of chapters will implement Phase IV of the LEAD Program by June 30, 2012.
3. The Fraternity will continue to implement alumni program components focused on outreach to new alumni.

REPUTATION

Sigma Nu will preserve and further its reputation as an organization devoted to excellence.

1. The Fraternity will encourage and support its members in pursuing and attaining positions of leadership in the interfraternal community for the purpose of influencing and leading a successful future for the greater Greek community.
2. The Fraternity will emphasize its legacy as The Legion of Honor.
3. The Fraternity will continue to educate members regarding Sigma Nu's commitment to its reputation and how member actions affect it.