



SIGMA SIGMA SIGMA
ever forward

Strategic Plan 2008-2013

Growth, Leadership, Service and
Communication

friendship | *character* | conduct

Mission, Vision and Values Statements

- Mission Statement: To establish among its members a perpetual bond of friendship, to develop in them strong womanly character, and to impress upon them high standards of conduct.
- Vision Statement: Sigma Sigma Sigma inspires exceptional life long learning and friendships.
- Values Statement: Sigma Sigma Sigma reaffirms its long standing core values of wisdom, power, faith, hope and love.

Strategic Focus 1:

Growth – Propel growth in all areas of ΣΣΣ in order to provide for the long term health and stability of the Organization



Objective I: Increase collegiate membership to 6,500 collegiate members

- Tactic A: Increase the number of chapters at campus total
 - Action Step: Develop additional recruitment resources
 - Action Step: Provide annual recruitment training for collegians and advisors
 - Action Step: Increase number of membership advisors and volunteers

Objective I: Increase collegiate membership to 6,500 collegiate members

- Tactic B: Develop a comprehensive extension plan
 - Action step: Aggressively pursue extension opportunities
 - Action step: Analyze current membership trends on college campuses
 - Action step: Pursue opportunities to reestablish inactive chapters

Objective I: Increase collegiate membership to 6,500 collegiate members

- Tactic C: Improve collegiate chapter retention
 - Action step: Analyze and reduce chapter termination and depledge rates
 - Action step: Evaluate impacts of special membership statuses

Objective II: Increase the number of engaged alumnae

- Tactic A: Increase number of operating alumnae chapters by 2% annually
- Tactic B: Increase the average alumnae chapter size by 25%

Objective II: Increase the number of engaged alumnae

- Tactic C: Develop alumnae outreach campaign
 - Action step: Implement Circle Sequence of Essential Sigma
 - Action step: Increase opportunities for Collegiate and Alumnae interaction
 - Action step: Expand Essential Sigma to include a specific sequence for alumnae chapter programming

Objective II: Increase the number of engaged alumnae

- Tactic D: Identify, assess, enhance, and market benefits of alumnae involvement
- Tactic E: Increase the number of appointed AAB to an average of 10 per chapter

Objective III: Provide necessary resources to enable growth and effectively carry out Tri Sigma's mission

- **Tactic A:** Develop a long-range financial plan for sorority operations (housing, expansion, programming)
Tactic B: Assist collegiate chapters with financial management
- **Tactic C:** Increase the number of dues paying alumnae
- **Tactic D:** To develop a comprehensive hazing prevention and risk reduction plan

Objective IV: Enhance partnership with the Sigma Sigma Sigma Foundation

- Tactic A: Promote awareness of The Foundation's purpose and opportunities for support
- Tactic B: Support the implementation of a major development initiative
 - Action step: Assist with identifying potential major donors
- Tactic C: Investigation and pursue opportunities for receiving Foundation grants

Strategic Focus 2:

Leadership – Establish opportunities for personal leadership development and enhance the overall advancement of ΣΣΣ.

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Objective I: Enhance the chapter support system

- Tactic A: Develop a chapter/colony Support Plan
 - Action step: Review other interfraternal organization's colony/chapter support plans
 - Action step: Develop a plan to support chapters 1-5 years after installation
 - Action step: Evaluate strengths and weakness of the colony program in the last 5 years
 - Action step: Evaluate strengths and weakness of the alumnae/collegiate chapter support program in the last 5 years
 - Action step: Based on evaluation recommendations, modify existing support plans

Objective I: Enhance the chapter support system

- Tactic B: Develop a collegiate scholarship plan
 - Action step: Evaluate academic scholarship research
 - Action step: Gather and analyze information on Tri Sigma academic trends
 - Promote the availability of Foundation and other scholarship programs
 - Explore opportunities to partner with a professional education firm

Objective I: Enhance the chapter support system

- Tactic C: Develop a National educational programming model
 - Action step: Conduct National Assessment to determine needs on all levels
 - Action step: Develop a plan for defining and implementing the proposed Triennial Leadership and Education Plan
 - Action step: Develop position orientation and training program on all levels (National, advisor, chapter)
 - Action step: Examine opportunities for using e-learning tools and media
 - Action step: Continue to evaluate programming to identify additional methods for support and program enhancement

Objective II: Design and implement a comprehensive Human Resources Development Plan

- Tactic A: Implement Organizational Management Plan
 - Action step: Execute professional staffing structure
 - Action step: Analyze results of Regional Director pilot study
 - Action step: Develop a plan to evaluate Walton House technical and physical space needs to support expanding staff. Implement upgrades as necessary.

Objective II: Design and implement a comprehensive Human Resources Development Plan

- Tactic B: Staff and support volunteer service positions at all levels within the National Organization
 - Action step: Educate members about the importance and value of volunteer positions
 - Action step: Develop and implement volunteer marketing plans
 - Action step: Define and implement volunteer appointment process
 - Action step: Establish a volunteer/staff recruitment and retention plan

Strategic Focus 3: Service – Foster a commitment to service.



Objective I: Provide opportunities for community service

- Tactic A: Expand outreach in local communities
 - Action step: Develop a National Week of Service which emphasizes “Sigma Services Children”
 - Action step: Encourage hands-on service projects at the local level

Objective I: Provide opportunities for community service

- Tactic B: Develop a service-learning capstone experience
 - Action step: Determine the needs and interest of members
 - Action step: Establish learning outcomes
 - Action step: Explore the risks and liabilities of implementation

Objective I: Provide opportunities for community service

- Tactic C: Encourage civic participation
 - Action step: increase awareness of and participation in Greek-wide congressional initiatives
 - Action step: Support the “Go Vote XX” or voting program for Greeks
 - Action step: Increase active participation in politician and congressional leadership positions

Objective I: Provide opportunities for community service

- Tactic D: Increase opportunities for service recognition
 - Action step: Collect data on member service
 - Action step: Evaluate the current service recognition program
 - Action step: Establish incentives and awards for members actively involved in service

Strategic Focus 4:

Communication – To create organizational visibility through ongoing awareness and education of Tri Sigma’s mission and purpose

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Objective I: Enhance and communicate the image and mission of Tri Sigma

- Tactic A: To conduct a strategic brand analysis
 - Action step: Engage a Public Relations Firm/Consultant
 - Action step: Invest necessary financial resources to establish a comprehensive marketing plan
 - Action step: Implement recommendations for a comprehensive marketing plan

Objective II: Develop a comprehensive communication plan to educate members and the public

- Tactic A: Consistently provides information on the National Organization's goals and initiatives
- Tactic B: Improve outreach and marketing materials
 - Action step: Redesign internal and external publications

Objective III: Maximize technological resources

- Tactic A: Develop a long-range technology plan
 - Action step: Conduct a technology needs analysis for National Headquarters and training support
- Tactic B: Upgrade and enhance website
- Tactic C: Explore social networking opportunities to enhance member interaction

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