



## Sigma Sigma Sigma Strategic Plan 2015-2019

### Mission

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

Sigma Sigma Sigma will provide exceptional experiences that will empower women to change the world.

### Strategic Initiatives

1. Member Enrichment
2. Lifelong Commitment
3. Global Engagement
4. Organizational Viability

1. **Member Enrichment:** Tri Sigma will provide its members with opportunities to develop skills to enrich their lives, foster a sense of well-being, and attain personal fulfillment. Tri Sigma will provide exceptional lifelong learning experiences.

#### ◆ Well Being and Wellness

- Evaluate and explore opportunities related to the Gallup's 5 Essential Elements of Well-Being and overall wellness (career, social, emotional, financial, physical, engaging social experience, and community).
- Develop prevention strategies and educational programs to address high-risk behaviors.

#### ◆ Leadership

- Provide national and local leadership opportunities and training.
- Develop a mentorship philosophy and strategy for both collegiate and alumnae members.
- Provide opportunities for our members to develop skills in diversity and multicultural education, team work and group dynamics.

#### ◆ Learning

- Develop and implement a plan to achieve a goal of 95% of all Sigma collegiate chapters are at or above the All Women's GPA average on their campus.
- Evaluate and explore opportunities to educate members on social responsibility.
- Provide active and engaged learning opportunities including professional development for all members via Sigma Connect, through chapter educational programs, via sorority publications, via character education program, at State Days, at national leadership programs, at Tri Sigma conventions, etc.
- Develop a strategy to integrate character development into all aspects of Tri Sigma.

### 2. **Lifelong Commitment:** Tri Sigma will be meaningful to our members.

#### ◆ Alumnae engagement

- Develop long-term implementation plan for the Alumnae Engagement Initiative.
  - Foster Alumnae Connections
  - Provide Local Communication to Alumnae
  - Create Spaces for Alumnae Connection and Involvement
  - Recognize Alumnae Accomplishments
  - Create opportunities for affinity through people; create relevant personal value; and provide opportunities that facilitate an active identity
- Develop a process to actively and positively work with alumnae volunteers through a work group in the areas of:
  - Recruitment and Placement
  - Training and Development
  - Evaluation
  - Recognition

### 3. **Global Engagement: Continue to develop our strategy and offer opportunities to all members which will demonstrate that we empower women to change the world.**

- Connect our membership through service, philanthropic and civic engagements and promote awareness.
- Provide our membership with education, training and opportunities to empower them to be leaders.
- Provide our membership with ideas and programming for local, national and global service opportunities focused on "Sigma Serves Children" to encourage on-going service throughout life.
- Provide opportunities for our members to understand, explore and engage in issues of social justice.
- Provide opportunities for our members to develop skills in bystander intervention and confrontation with civility.

- Provide opportunities for our members to develop skills in and to practice ethical decision making.
- Annually support Character Counts week. Provide local programming ideas to collegiate and alumnae chapters. Local events are to be planned and executed by every Sigma collegiate chapter and colony on their respective campus or in their community. Encourage Sigma alumnae to participate in Character Counts activities or volunteer in their communities.
- Develop national and local volunteer opportunities for Sigma collegiate and alumnae chapters and individual members.

#### 4. **Organizational Viability:** Tri Sigma will ensure its forward growth.

##### ◆ Financial Stability

- Explore alternate funding sources to supplement annual dues revenue to ensure the organization's sustainability, financial strength and growth.
- Develop and implement a plan to achieve an annual 7% increase in the amount of alumnae dues revenue.
- Develop a housing strategy that provides a framework for expansion decisions.

##### ◆ Growth

- Work toward purposeful growth by expanding our campus extension plan. The plan must include realistic goals concerning the number of new colonies we can develop and install per year.
- Determine our optimum number of collegiate chapters we want by 2019.
  - Develop a plan with goals to reach that number including long term financial analysis and considering staffing and volunteer needs.
  - Include in the plan an attrition analysis when determining the optimum number of chapters.
- Continue to work toward 95% of Tri Sigma chapters being at campus total and pledging total on their campus with member retention (initiated and new members) at 90%.
- Increase alumnae engagement using benchmarks determined in the Alumnae Engagement project.
- Develop customized strategies for our collegiate chapters that provide relevance to varied institutional cultures.

##### ◆ Partnership Initiatives

- Enhance our strategic alliances that aim to expand the influence of Tri Sigma with our partners. *(included but not limited to the Tri Sigma Foundation, NPC, FGRC, AFA, Josephsen Institute, MJ Insurance, collegiate campuses, merchandising vendors, etc)*
- Sigma Sigma Sigma Foundation: Continue our partnership with the Sigma Sigma Sigma

Foundation Board by actively working with the Foundation to increase donor contributions to fund scholarships, leadership programming and provide grants to organizations serving children.

◆ Assessment

- Implement assessment tools & evaluate data collection to facilitate success driven decision making.
- Using our membership database identify Sigmas who pay alumna dues but do not contribute to the Foundation and Sigmas who contribute to the Foundation but do not pay alumna dues.