



Alpha Chi Omega
 REAL STRONG. WOMEN.

2015-2020 Enterprise Strategic Plan

Focus Areas and Context
 Adopted March 6, 2015



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Alpha Chi Omega is at the forefront of women’s fraternal organizations, and we strive to position our Enterprise for success both today and in the future. An inherent strength and core value of Alpha Chi Omega is our desire to be better, to take informed risks, to contribute more, to continue evolving, to build upon our strong history, to *seek the heights*.

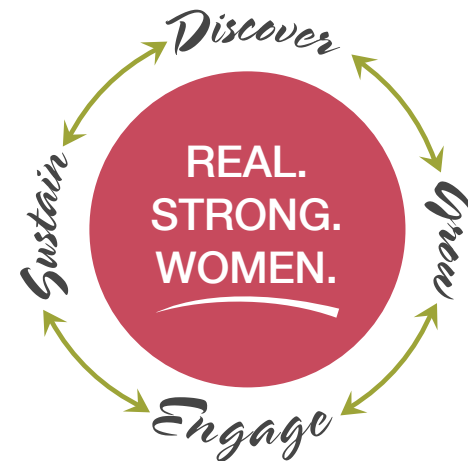
The Alpha Chi Omega Enterprise is an organization comprised of three corporations: the Fraternity, the Foundation and the National Housing Corporation. Together, the three corporations work to achieve the vision, advance the missions and emphasize the values of Alpha Chi Omega.

Alpha Chi Omega’s vision and missions serve as the basis of our 2015-2020 Strategic Plan.

With the vision and missions as the core, this strategic plan addresses four focus areas.

Discover

To cultivate an environment of ongoing research and analysis and proactive adaptation to capitalize on opportunities and challenges facing the Enterprise



Sustain
To optimize our Enterprise resources

Grow
To expand our Enterprise capacity and impact

Engage

To increase stakeholder engagement and the number of members committing time, talent and treasure to Alpha Chi Omega throughout their lifetime

Enterprise Vision

Alpha Chi Omega’s vision is to see ever-increasing numbers of qualified women select Alpha Chi Omega and make it an integral part of their lives.

Enterprise Missions

The Alpha Chi Omega Fraternity is devoted to enriching the lives of members through lifetime opportunities of friendship, leadership, learning and service.

The Alpha Chi Omega Foundation serves to support the educational and philanthropic purposes of Alpha Chi Omega through effective fundraising and stewardship of financial resources.

The National Housing Corporation promotes, supports and develops appropriate, desirable and safe facilities to enhance the Alpha Chi Omega experience.

“Fraternity does not change. It develops. Its development is in the living of our ideals, in the heart that is shielded by the emblem of sisterhood. In the heads whose thoughts are unselfish and pure, by acts that are sincere, by deeds that are worthy. By faith, hope and love of Alpha Chi Omega.”
-Olive Burnett Clark





Discover

Alpha Chi Omega will actively pursue the best information available and will act upon the opportunities that discovery provides.

We will purposely seek information and ask key questions to thoughtfully and intentionally adapt to our present and plan for our future. The search will be broad and focus not only on Alpha Chi Omega, prospective members or fraternities and sororities, but also on larger trends in key areas including women, children, students, parents, finances, physical and mental health, higher and global education, housing and technology.

The discovery process will include reflection on the needs of all Alpha Chi Omega members—alumnae and collegians. Discover will pursue transformative, innovative and informative experiences and programs to engage members for a lifetime. Inherent in Discover are innovative approaches that will allow the Enterprise to be nimble and poised to move in new directions as those directions reveal themselves.

Grow

Alpha Chi Omega will become both bigger and better as a result of this strategic plan. We will cultivate an ever-increasing number of chapters, members and resources and develop, mature and prosper as an Enterprise.

We will expand the number of members in new colonies and chapters, expand our volunteer base, grow the capacity of the National Housing Corporation, and increase both our donor base and the amount donated to the Foundation. We will develop alumnae and collegiate chapters, strengthen relationships with stakeholders, renovate and expand current properties and utilize the strengths of our alumnae and collegians to grow all aspects of the Enterprise.

Engage

Alpha Chi Omega will engage an increasing number of members in sharing time, talent and treasure with the Enterprise throughout their lifetime. An engaged alumnae base is critical to achieving the goals of this strategic plan.

Alpha Chi Omega will provide an experience in which members are living our values through their actions and in their service to the Enterprise and others. We will engage members intentionally and thoughtfully in a lifelong membership experience, beginning as new members and continuing through a vibrant alumnae experience. We will discover, grow, engage and sustain alumnae, collegians and stakeholders who will give back to the Enterprise for the benefit of current and future members.

Sustain

Alpha Chi Omega will optimize its resources of time, talent and treasure.

Through a focus on Sustain, we will build upon strengths while being mindful of future challenges and opportunities. Alpha Chi Omega will ensure the resources necessary to achieve strategic priorities, enhance stewardship, establish a clear vision and direction for the National Housing Corporation, enhance board and staff development, and partner strategically to secure and advance the sorority experience.

Alpha Chi Omega will sustain the relevance of lifelong sisterhood. The more things change around us, the more we will have to adjust how we serve our members in order to ensure that our lifelong sisterhood remains relevant.





In order to address the rapidly changing environment in which Alpha Chi Omega exists, this plan is intentionally adaptive. Throughout the life of the plan, each Enterprise board will work collaboratively with the professional staff to identify priorities from among the plan's objectives and strategies and to define success through entity-specific tactics and associated metrics.

In adopting this 2015-2020 plan, the Enterprise leadership reaffirms that utilizing best practices in strategic planning has become and will remain standard operating procedure for Alpha Chi Omega. This plan is intended to build upon the achievements and continue the momentum of the 2010-2015 strategic plan.

A sense of sisterhood, Enterprise-wide collaboration and continuous pursuit of excellence in our collective endeavors permeates every aspect of this plan. Through our focus on Discover, Grow, Engage and Sustain from 2015-2020, the Alpha Chi Omega Enterprise will *together seek the heights*.



“Too sweet to know our dreams came true, that we did attain the height of our ambition, though oft time through the years our souls have been weary with troubles and sorrows and the ill that life brings to us as we each go our way. The sunshine of a beautiful and lasting friendship sealed with pledges of trust creeps into our hearts and scatters all the shadows bringing glorious days.”

-Olive Burnett Clark

