

# FarmHouse. Forward.

## 2011-14 Strategic Plan of FarmHouse International Fraternity

### FarmHouse Fraternity will...

- be directed by its engaged and accountable leadership.
- develop, promote and leverage its brand to internal and external audiences.
- promote long-term sustainability by developing current and future chapters.
- provide resources and for appropriate chapter housing.
- engage and encourage alumni membership.
- provide relevant educational programming which enhances the member experience.
- celebrate FarmHouse heritage and the Fraternity's members.

Accountable & Engaged Leadership	Marketing & Communications	Expansion & Membership Growth	Chapter Housing	Engaged Alumni Membership	Educational Programming & Chapter Ops	Celebrate FarmHouse!
<p><b>By December 2011</b></p> <ul style="list-style-type: none"> <li>* Maintain comm. with key leadership</li> <li>* Create mechanism to communicate achievements across leadership</li> <li>* Conduct membership satisfaction assessment</li> </ul> <p><b>By August 2012</b></p> <ul style="list-style-type: none"> <li>* Develop evaluation tool for Associations</li> <li>* 360 assessment of IEB performance</li> <li>* Explore alumni/advisor programming opps</li> <li>* Utilize Nom. Comm. for volunteer succession</li> </ul> <p><b>By August 2014</b></p> <ul style="list-style-type: none"> <li>* Develop advisor training program</li> <li>* Satisfaction survey to address membership needs</li> </ul>	<p><b>By December 2011</b></p> <ul style="list-style-type: none"> <li>* Produce three timely &amp; relevant issues of <i>Pearls &amp; Rubies</i> per year</li> <li>* Comprehensive review of the web site/database &amp; explore integration</li> <li>* Register &amp; protect the Fraternity's historical and brand marks</li> </ul> <p><b>By August 2012</b></p> <ul style="list-style-type: none"> <li>* Develop a graphic design &amp; brand standards manual.</li> <li>* Establish and review a communications plan, which tracks the number of touch-points and impressions between the Fraternity and the membership</li> </ul> <p><b>By August 2014</b></p> <ul style="list-style-type: none"> <li>* Position the Fraternity to employ a dedicated marketing and communications staff member</li> </ul>	<p><b>By December 2011</b></p> <ul style="list-style-type: none"> <li>* Comprehensive evaluation of expansion program and post-chartering support including standards for campus selection, chartering standards and operations</li> <li>* Assess costs to service a chapter on an annual basis</li> </ul> <p><b>By August 2012</b></p> <ul style="list-style-type: none"> <li>* Comprehensive report on chapter health</li> </ul> <p><b>By August 2014</b></p> <ul style="list-style-type: none"> <li>* Charter three new chapters</li> <li>* Membership of 1,500 dues-paying, engaged members by 2015</li> </ul>	<p><b>By December 2011</b></p> <ul style="list-style-type: none"> <li>* Assess the current state of FarmHouse chapter housing</li> </ul> <p><b>By August 2012</b></p> <ul style="list-style-type: none"> <li>* Provide assistance to current and new chapters for new housing and existing housing improvements</li> <li>* Examine the need for a national chapter housing entity, in conjunction with Foundation</li> </ul> <p><b>By August 2014</b></p> <ul style="list-style-type: none"> <li>* Award first major chapter housing loan</li> </ul>	<p><b>By December 2011</b></p> <ul style="list-style-type: none"> <li>* Charter existing associations as</li> <li>* Identify current number of alumni involved to est. benchmark</li> </ul> <p><b>By August 2012</b></p> <ul style="list-style-type: none"> <li>* Define engagement &amp; track involvement</li> <li>* Increase alumni participation in events by 10%</li> <li>* Charter 3 geo. alumni associations</li> <li>* 47<sup>th</sup> Biennial Conclave with 200 alumni registrations</li> </ul> <p><b>By August 2014</b></p> <ul style="list-style-type: none"> <li>* Recruit and engage young alumni and recent graduates as involved members of the Fraternity</li> </ul>	<p><b>By December 2011</b></p> <ul style="list-style-type: none"> <li>* Update online support manuals &amp; develop method for regular review</li> </ul> <p><b>By August 2012</b></p> <ul style="list-style-type: none"> <li>* Clarify &amp; solidify relationship with LLS &amp; Be the Match</li> <li>* Review and evaluate current educ. programming</li> <li>* 100% of chapters participating in FH philanthropies</li> <li>* All chapters operating in accordance with standard procedures</li> </ul> <p><b>By August 2014</b></p> <ul style="list-style-type: none"> <li>* Comprehensive member &amp; officer education plan</li> <li>* Global experience through FarmHouse programming</li> </ul>	<p><b>By December 2011</b></p> <ul style="list-style-type: none"> <li>* Develop Ritual manual &amp; kit for chapters</li> <li>* Recognize chapter and member accomplishments</li> <li>* Evaluate and standardize the Fraternity insignia, jewelry, plaques, membership pins and awards</li> </ul> <p><b>By August 2012</b></p> <ul style="list-style-type: none"> <li>* Assess the AOE tool &amp; Programming Awards</li> <li>* Honor membership milestones</li> <li>* 47<sup>th</sup> Biennial Conclave as the premier brotherhood event for the 2010-12 biennium</li> </ul> <p><b>By August 2014</b></p> <ul style="list-style-type: none"> <li>* Receive, preserve &amp; display historical items in the Fraternity's archives</li> </ul>