

It's always a great day to be in Sigma Pi Fraternity! My plan for the 2018 – 2020 biennium is to build on the remarkable accomplishments achieved during the 2016 – 2018 biennium. Specifically, I hope to leverage our renewed financial and operational strengths to ensure that our undergraduate brothers and alumni volunteers are provided with the resources, structures, and support to lead, sustain, and expand on their already inspiring work to make Sigma Pi Fraternity the premier men's college organization in North America. The approach I intend to use to build on the current biennium's achievements is called strategic alignment. Through this approach, we can build an efficient system that prioritizes the issues that matter most in a manner that promotes our own success while competitively positioning our organization in the larger fraternity market, and competitively positioning our chapters on their campuses.

For example, each year our undergraduate brothers plan, host, and conduct outstanding community service and philanthropy events across the continent. Some of our chapters have service programs that are defined and scheduled as far as a year in advance of an event taking place. The Fraternity needs to learn from those chapters and understand what makes their programs so successful. Through that process, we should seek to expand those strategies to make sure that all of our chapters are given access to what works best. How might that dissemination of success occur? Strategic alignment suggests there are three ways to make sure these proven best practices are disseminated.

First, we need to *highlight our undergraduate chapters' successes in a significant way*. Our communications team is already working on processes and promotions to make sure that the world knows how great our undergraduates are at being fraternity men. We expect to see this take shape in several ways over the next biennium. Second and related, we need to make sure that *the best practices that lead to success at the chapter level are talked about and presented on at our international conferences*. It is of little use to talk about the theories behind what makes a community service program great if those theories are not applicable to the vast majority of our campuses. Rather, the Fraternity needs to position the highest performing chapters and undergraduates as primary presenters and discussion leaders at our international events. Third and finally, the Fraternity loses too many good thoughts and programs to the passage of time. When the Fraternity identifies a program that is worthy of emulation across the continent, then our Executive Office team members need to *learn from those undergraduate leaders and alumni volunteers behind that programming and institutionalize the strategies and approaches that make them successful*.

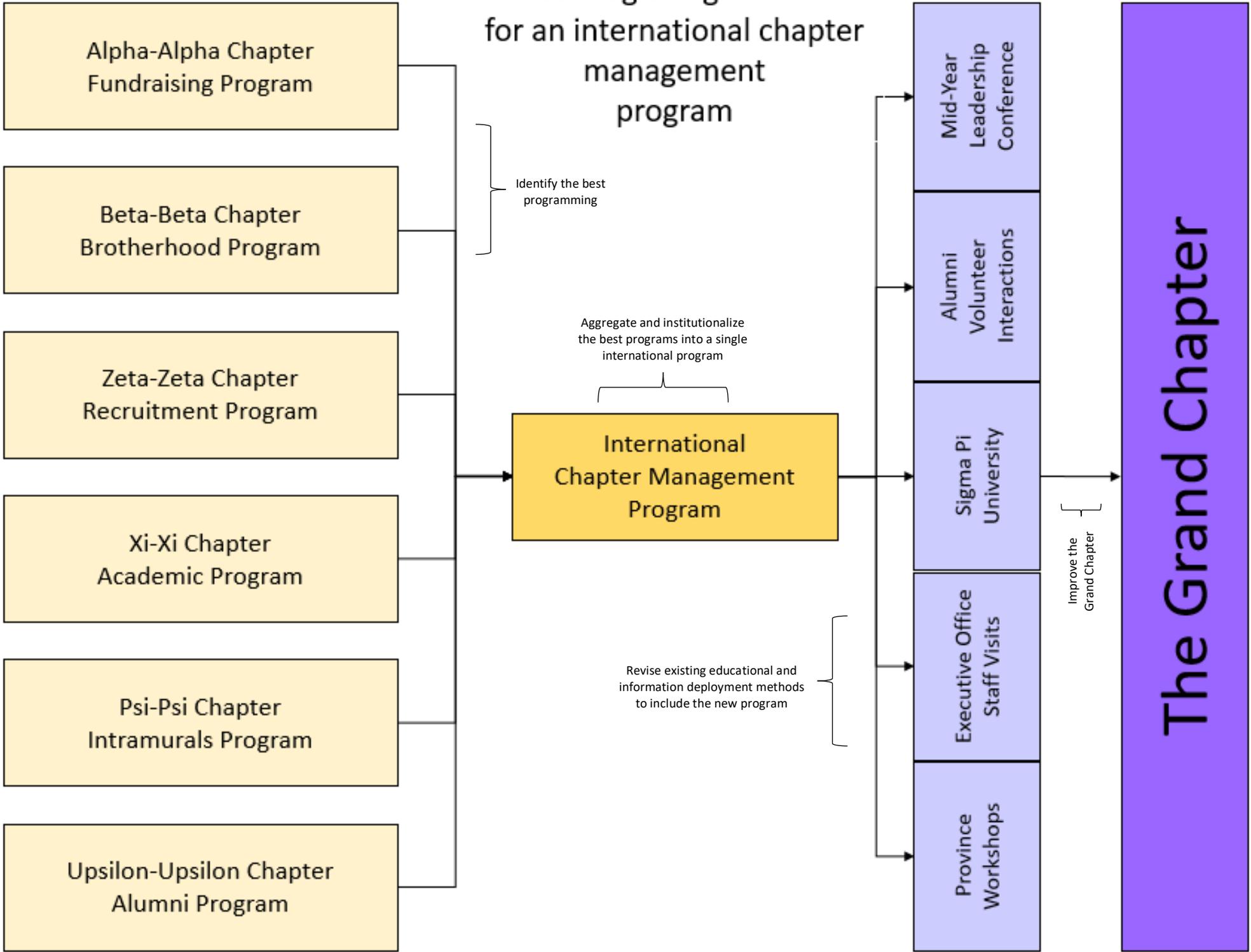
The example above talks about community service and philanthropy at the chapter level, but any type of programming could be exchanged as the focus including fundraising, brotherhood events, recruitment, pledge education, etc. Strategic alignment, however, should be deployed at the international level, too.

For example, our international leadership programs have experienced a series of peaks and valleys in their overall quality. Some years, our attendees leave a Mid-Year Leadership Conference excited and ready to lead their chapters like no one has ever led them before. And other years, our attendees leave wondering, "Wow, where did they get that speaker? They put half of the room to sleep!" To be sure, we need much more of the former and much less of the latter. Our members are not shy about giving their opinions on our programming and the Fraternity should be thankful for that level of candor. Strategic alignment suggests using that feedback to find the common themes from our members and then using those themes to build a program curriculum. It then suggests using that desired curriculum to bring in the type of speakers – undergraduate, alumni, and professional – that are both engaging and informative. This process should be carried out by the Executive Office under the guidance of the Grand Council and at the larger feedback of our undergraduate brothers and alumni volunteers.

Again, though, the example above focuses on just one program – the Mid-Year Leadership Conference. Effectively utilizing strategic alignment allows for all of our international programming to be designed and carried out in this manner from the next iteration of Sigma Pi University to our alumni volunteer training program to our collaboration with the Sigma Pi Educational Foundation for cultivation events to mentoring undergraduates and more.

For this process to work, the Fraternity will need your active engagement and feedback. We need to know what you expect the Fraternity's programming priorities to be for the biennium. We need to know which programs your chapters excel at in a manner such that your success should be emulated across the continent. We need to know which of the Fraternity's existing programs our chapters believe are underperforming. For Sigma Pi Fraternity to be successful, we need an honest commitment to improvement from all our members. This is your organization – I strongly encourage you to take ownership of Sigma Pi Fraternity and build it into the fraternity that you expect it to be!

Strategic Alignment for an international chapter management program



This chart is being provided as one example of how strategic alignment might work for Sigma Pi Fraternity