

Alpha Phi Omega's Strategic Direction

Vision & Mission: We create inclusive communities for a more peaceful world in which to make a life, by developing leaders, uniting members through friendship and rendering service to all.

GOAL 1

Foster an ever-growing, inclusive organization

STRATEGIC METRICS

- Membership Growth
- Chapter Growth
- Inclusive Climate
- Alumni Association Growth
- Member Engagement Growth

MULTI-YEAR STRATEGIES

- Use chapter health analysis to improve retention
- Increase student, volunteer and alumni resource access and engagement
- Implement targeted extension strategy
- Implement chapter climate improvement strategy
- Grow number of alumni associations to impact community
- Increase member engagement through diversified opportunities

GOAL 2

Help members achieve their leadership potential

STRATEGIC METRICS

- Participation in Leadership Development Offerings
- Members in a Leadership role
- Provide Comprehensive Leadership Development Opportunities

MULTI-YEAR STRATEGIES

- Increase leadership development program engagement through diversified opportunities
- Capture alumni member leadership roles/impact
- Implement leadership partnership strategy

GOAL 3

Improve the communities to which we belong

STRATEGIC METRICS

- Service Focused on Improving Communities
- Active Community Leadership

MULTI-YEAR STRATEGIES

- Develop community needs assessment for chapters to deploy locally
- Expand strategic service partnerships

THREE-YEAR OUTCOME STATEMENT

Alpha Phi Omega inspires a community of leaders to reach their potential and improve society.

APO'S SUCCESS IS SUPPORTED BY OUR CULTURE AND CORE VALUES

We are building a **culture** of goal-oriented collaboration, support & encouragement, and idea generation & innovation

We are guided by our **values** | We are diverse and inclusive | We hold ourselves accountable | We are respectful, present and engaged | We collaborate, celebrate, and support one another