



SIG TAU
FRATERNITY

2025
STRATEGIC PLAN



ENDEAVOR FORWARD.



This year marks the centennial anniversary of Sigma Tau Gamma and a year for the organization to look to the future and endeavor forward toward new goals.

During the 2020 – 2021 academic year, the Sigma Tau Gamma Fraternity Board of Directors approved the 2025 Strategic Plan. This plan encompasses seven areas of emphasis with a focus on growth, alumni and parent engagement, membership development, member safety & wellness, operations, Foundation, and WPN Housing Company.

The Purpose of Sigma Tau Gamma is to be a Fraternity of Courageous and Noble Gentlemen who Always Endeavor Forward and the Vision is building noble generations of men.

By concentrating on these specific focus areas, it will allow us to fulfill our vision and purpose, and to enhance the experience for anyone who calls themselves a brother of Sigma Tau Gamma Fraternity. 🏡

GROWTH

Expand the number of chapters and associate chapters, increase overall membership and resources, and enhance sustainable recruitment practices.

OBJECTIVES

- Support continued growth of Sigma Tau Gamma by exceeding 85 chapters and associate chapters on college and university campuses.
- Expand Fraternity membership by achieving an average undergraduate chapter size of at least 35 members.
- Provide each chapter and associate chapter access to recruitment resources designed to support our purpose and contribute toward reaching our vision.
- Increase the percentage of members retained from association to initiation, year over year.
- Increase data decision preparation for expansion to new colleges and universities.
- Develop a tracking system to evaluate correlation between resources offered and membership engagement.
- Define the Sig Tau story and brand to enhance recruitment efforts.



ALUMNI & PARENT ENGAGEMENT

Increase the number of engaged alumni, parents, alumni associations, and post academic resources. Develop a Chapter Advisory Team for each chapter and associate chapter.

OBJECTIVES

- ^ Create engagement points with alumni through social media and/or other forms of communication, with the intent of expanding the number of alumni members who relate to the organization; work to re-engage alumni who may have disengaged from the organization.
- ^ Create a regional structure of volunteers that supports locally engaged alumni, parents, and alumni associations.
- ^ Each chapter and associate chapter will have a lead advisor responsible for recruiting and implementing a Chapter Advisory Team.
- ^ Create and provide annual, cost effective training opportunities specific to national volunteer roles, to ensure adequate preparation for volunteer responsibilities and consistent interactions with undergraduates.



- ^ Enhance opportunities for alumni and undergraduate engagement through the creation of a national mentorship and networking platform designed to assist undergraduate members with the transition to post-academic life within the Fraternity and beyond.
- ^ Increase parent involvement through the creation of a parent communication program.
- ^ Expand and implement efforts to recruit alumni for volunteer positions and increased involvement at organization sponsored events.



MEMBERSHIP DEVELOPMENT

Provide relevant and holistic development experiences that promote our values and align with our principles.



OBJECTIVES

- Design and deliver programming that contributes to undergraduate members' learning, retention, and success.
- Expand leadership development programs, experiences, and positions for undergraduates and alumni.
- Provide timely training for chapter and associate chapter executive cabinet officer responsibilities.
- Create a digital, holistic member-development program to be utilized by all chapters and associate chapters.
- Ensure each chapter meets or exceeds the IFC minimum, or all men's grade point average on each Sig Tau campus, whichever is greater.
- Develop and administer a national member experience survey, and implement operational and policy governance recommendations based on the survey results.
- Create annual opportunities to engage members in national community service experiences at national events.



MEMBER SAFETY & WELLNESS

Provide environments and experiences consistent with a commitment to safe use of alcohol and consistent education on Member Safety & Wellness policy.

OBJECTIVES

- Develop and apply a tiered pricing or incentive structure for annual Member Safety Fee supporting chapters that do not violate the Member Safety & Wellness policy.
- Enhance education programs to ensure every member understands the responsibilities and ramifications associated with alcohol consumption and other high-risk behaviors.
- Achieve zero incidences of hazing violations, annually.
- Achieve zero incidences of violations of university policies related to alcohol and chapter activities, annually.
- Research and recommend for consideration alcohol free housing requirement for chapter and WPN properties.
- Implement annual tracking and review process of Member Safety & Wellness policy by undergraduate members.

OPERATIONS

Invest in human resources and focus on fiscal management needed to achieve this plan.

OBJECTIVES

- Acquire, develop, and retain the best possible national staff of all fraternal organizations; offer competitive benefits, wages, and professional growth opportunities.
- Operate on fiscally conservative monthly spending plan inline with annual budgets with a focus on debt elimination strategies.
- Achieve collection rate of at least 95% of current year chapter debt.
- Perform salary and benefit analysis to provide best possible compensation package to recruit and retain high quality employees.
- Develop strategy and system to keep most up to date contact information in member database.
- Evaluate and ensure SAGA series effectively engages our multigenerational membership.
- Create marketing plan for events to drive increased attendance.



FOUNDATION

Increase the number of charitable gifts given to the Foundation for the development of scholarships and leadership programming.



OBJECTIVES

- Grant funds to support Fraternity staff responsible for education and wellness and professional development opportunities.
- Improve fundraising efforts and donor statistics to meet 50% of the annual industry average of awarded funds as stated by the Foundation for Fraternal Excellence (FFE).
- Fully fund all Noble Man Institute sites and all eligible expenses for the Earl A. Webb Academy of Principled Leaders, Endeavor Conference, and Grand Conclave.
- Increase participation of previously underrepresented membership and friends of the Fraternity in annual fund and lifetime giving societies.
- Increase volunteer participation in the cultivation and solicitation of donors in support of the Foundation.
- Double total assets currently available by 2025.
- Create multigenerational approach to communication efforts to meet the needs of all giving levels.

WPN HOUSING COMPANY

Provide quality, safe,
affordable, chapter housing
for undergraduate members of
Sigma Tau Gamma Fraternity.



OBJECTIVES

- Maintain property occupancy above industry average.
- Create standardized annual, five-year, and ten-year maintenance schedules per owned property.
- Secure reserve fund of at least 10% of company revenue and positive net income of at least 10% of company revenue.
- Increase non-dues revenue by 30% to ensure growth of staff and WPN Housing resources.
- Discover and utilize relationships with current House Corporations and Alumni Associations who own Sig Tau properties to serve as a professional resource.
- Create a housing expansion plan based on Fraternity expansion and support of current chapters.
- Ensure brand standards for all WPN owned, managed, and affiliate properties.



BUILDING **NOBLE** GENERATIONS OF MEN.



