

# Sigma Nu Vision

Excelling with Honor

## Mission

To develop ethical leaders inspired by the principles of Love, Honor and Truth.

To foster the personal growth of each man's mind, heart and character.

To perpetuate lifelong friendships and commitment to the Fraternity.

## Strategic Plan

## Envisioned Future

## Leadership in Action

Sigma Nu transforms society through the commitment of its members to the Fraternity's founding principles, leadership and ethical living.

## Excellence

Sigma Nu's organizational structures and internal operations provide for the effective deployment of resources to deliver an unmatched level of service to its constituents.

## Growth

Sigma Nu is continually increasing its membership and capabilities as it creates and capitalizes on new markets and opportunities that support the Fraternity's mission.

## Membership Value

Sigma Nu enhances the experience of its members and builds a sense of community in a way that generates a desire to invest time, talent and treasure in the development of both the organization and its future members which is recognized by all as a contribution to the greater good.

# Strategic Imperatives and Goals

## Chapter Strength

Sigma Nu will assist its chapters in achieving organizational excellence.

1. The Fraternity will continuously provide and evaluate educational programs and support, including best practices, for collegiate chapter officers.
2. The Fraternity will continuously promote the improvement of chapter performance toward excellence, as measured by the Pursuit of Excellence Program.
3. The Fraternity will have engaged Alumni Advisory Boards at 90% of chapters, with two-thirds of those performing at a level of “Good” or higher by June 30, 2020.
4. The Fraternity will continuously evaluate its support programs for, and the performance of, Alumni Advisory Boards.
5. The Fraternity will identify, qualify and prioritize recolonization and colonization opportunities based on optimal campus and Rock Chapter criteria.
6. The Fraternity will actively recruit and prepare alumni to serve on Alumni Advisory Boards.

## Excellence Through Education

Sigma Nu will assist its members in ethical leadership development and in achieving personal growth.

1. The Fraternity will evaluate the LEAD Program to ensure it offers effective, innovative and technologically advanced ethical leadership development opportunities by June 30, 2017.
2. The Fraternity will develop and implement curriculum improvements to the LEAD Program by June 30, 2018, in anticipation of the Program's 30<sup>th</sup> anniversary.
3. The Fraternity will engage in research, prevention and education to militate against hazing and those who perpetuate, enable or tolerate hazing; the Fraternity will undertake appropriate disciplinary action for individuals and/or chapters in response to incidents of hazing and will communicate such consequences to appropriate constituents.
4. The Fraternity will develop and implement an active bystander intervention program by June 30, 2017, and continue implementation of sexual misconduct awareness and prevention programs.
5. The percentage of chapters meeting or exceeding the all-men's GPA – or achieving a GPA of 3.0 on a 4.0 scale – at their respective institution will increase to 70% by June 30, 2017.
6. The Fraternity will continue its efforts and support initiatives of others to prevent the misuse of alcohol and other substances; the Fraternity will undertake appropriate disciplinary action for individuals and/or chapters in response to incidents of alcohol or other substance misuse.
7. The Fraternity will provide opportunities for members to become involved in community service and philanthropic endeavors to foster the development of servant leaders.

8. The Fraternity will honor, preserve and make accessible its history and traditions to foster member understanding and commitment.

## Alumni Engagement

Sigma Nu will identify, educate and engage alumni to support the success of chapters, develop perpetual fraternal leadership and increase the value of lifetime membership.

1. The Fraternity will continue implementation of the member engagement program to increase the number of engaged alumni by 15% by June 30, 2017.
2. The Fraternity will develop, by September 1 each year, and implement on an ongoing basis, the master communications plan in consultation with the Educational Foundation.
3. The Fraternity will establish metrics for the mentoring network by December 31, 2016.
4. The Fraternity will identify, organize and develop future leaders by maintaining a potential leadership pool of at least 150 on an ongoing basis.
5. The Fraternity will increase the number of accurate member records by 10% by June 30, 2017.
6. The Fraternity will increase the number of alumni clubs by seven by December 31, 2017.
7. The Fraternity will increase the number of alumni chapters to 145 by December 31, 2017.

## Reputation

Sigma Nu will preserve and further its reputation as an organization devoted to excellence through ethical living.

1. The Fraternity will continually develop flexible long-term plans to anticipate and address threats to its mission.
2. The Fraternity will promote its legacy as the Legion of Honor, the only men's fraternity founded in direct

opposition to hazing and dedicated to Love, Honor and Truth.

3. The Fraternity will increase the quality, frequency and measurable impact of internal and external communications in preparation for the 150<sup>th</sup> Anniversary.
4. The Fraternity will complete a brand refresh of all Sigma Nu assets by June 30, 2017.
5. The Fraternity will encourage and support its staff, collegiate and alumni members to positively influence the Greek and other communities through leadership and engagement.
6. The Fraternity will implement technology that enables and supports the operations and delivery of membership value.

## Manpower

Sigma Nu will consistently increase its membership through an innovative, values-based recruitment program.

1. Each chapter will meet or exceed the average fraternity chapter size at its respective institution, or demonstrate 10% annual growth of total chapter manpower, through implementation of a year-round, values-based recruitment plan with stated quality standards.
2. Retention to initiation as measured by current-year initiations billed divided by candidates billed and by tracking of the individual will increase 2 points each to 85.5% and 82%, respectively, by June 30, 2018.
3. The Fraternity will determine the appropriate metric(s) for measurement of member persistence through third and fourth year of the collegiate experience and will establish a current-state baseline by June 30, 2018.
4. The Fraternity will publicize, promote and make known opportunities for referral of potential new members, including legacies.

## Sigma Nu Creed

**TO BELIEVE IN THE LIFE OF LOVE;** to win in the fresh morning of our youth the loyal love of faithful friends, who will go with us unmoved into the darkening shadows of life's closing day; and so to seek and to find, to have and to hold the friendships that will abide. To think of God as the common Father of all men, and all men as a common brotherhood, thus recognizing the continuity of the Divine and the solidarity of the human life. To build somewhere in the wide world the sheltering walls of a home, however humble and obscure, where Love shall glorify the wife, Duty enshrine the mother, and Affection ennoble the child. To keep green the sainted memory of our loved and lost, their faults forgotten, their virtues enshrined in our hearts forever. To try bravely to do unto our fellow men as would they do unto us, reckoning not their lineage nor their wealth, but esteeming their manhood above their badge of rank. To let our lives be led by the spirits of Gentleness, Justice and Mercy. And so to be true to the Knighthood of Love.

**TO WALK IN THE WAY OF HONOR;** to exalt the fundamental virtues of the race; and, prizing every noble impulse, to realize so deeply the baseness of deceit, that no obligation will be more binding than our plighted word. To be steadfast in the performance of every trust, and, spurning the gaudy gifts of greed and power, to be content to live by our knightly vow that our honor is dearer to us than our lives; and so to esteem the man's character first, his culture second, and his pedigree not at all, unless he be worthy of it. Emulating the chivalrous deeds of courtesy, and sealing not our hearts against the touch of tenderness, to win the love and care of some incorruptible woman. And so to be loyal to the Knighthood of Honor.

**TO SERVE IN THE LIGHT OF TRUTH;** to open wide, Life's windows to the revelations of heaven and earth. Avoiding the Phariseism that belittles the soul and scorning the bigotry that blights the mind, to respect every altar of faith built in God's name, by every sincere worshiper to whom, if we cannot give our sympathy, we shall not deny the kindness of our manly silence; and, whatever our creed, to reverence the Christ as the Divine Compassion for struggling humanity -- a compassion that, giving the world its gospel of human service, saves men to the end that they may serve their fellowmen.

To seek in nature, the meaning of the Infinite Truth; to understand that the laws of growth are the laws of God; to believe that the melody of birds, the laughter of children, the unmeasured sacrifice of motherhood, and the ceaseless yearning of all men for a wider outlook and a nobler existence are prophetic of the perfect joy and love of another world; and, so believing, to find rest, as in the shadow of a great rock, against all the storms that beset us; catching from the silence of the starlit nights, the peace of the autumn days, the solemnity of the boundless seas, that spirit of Hope and Faith which soothes the hurt of grief, heals the wound of wrong, and calms the fever of doubt.

To welcome the achievements of art and science, religion and learning, labor and law, under whose radiant banners battle the hosts of progress; honoring every honest student as the benefactor of his race, and every consecrated school as a bulwark of the Republic; and so to be loyal to the American university, as the home of American liberty, democracy, religion, and culture.

To guard with jealous care not only ancient rights of human freedom, in whose name we shall destroy all wrong and oppression, but also the newer rights of social service, the ultimate purpose of whose ministrations shall be to give to every life, the opportunity to enjoy the earth in the fullness of its beauty and grace, its comfort and good cheer; holding fast to the conviction that whatever sweetens our natures, uplifts our ideals,

strengthens our characters and disentralls our spirits, will bring us in the end into the full stature of a noble manhood; and, so inspired, to cling to the visions of our youth, and, despite the sordid struggles of the selfish world, to practice every day, as lads in college, and men in the world, the Faith of our Fraternity, thinking of it not only as the inspiring Ideal of a militant Brotherhood, but also as creative force for the spiritual development of men, whose lives it shall dedicate to Love, glorify with Honor, and conquer for Truth. And so to be faithful to the Knighthood of Truth.