

Strategic Goals and Planning
Greek Life

In Fall 2012, the Vice President for Student Affairs & Enrollment Management, David Jones, created a Greek Life Task Force. The group was chaired by Suzannah Armentrout (IFO Representative), John Bulcock (Greek Advisor), and Kathryn Inskeep (MSUAASF Representative). The task force was charged with developing a plan to assess the current status of the Greek Community at MSU and to develop a strategic plan for the community, or at least to establish strategic priorities.

Much of what is included in this document is based upon the strategic goals and priorities established at that time.

Goal	Strategic Focus Area(s)	Suggested Area(s) for Responsibility
Produce an annual report documenting the year in Greek Life.	Campus Involvement & Visibility	Student Leadership (Councils & Chapters), with support of Greek Life Staff
Implement a standards/accreditation/awards program that recognizes chapters' accomplishments and holds accountable those who are not meeting expectations as set forth in that program.	Greek Community Image	Greek Life Staff, Alumni Leadership Group, Student Leadership (Councils)
Increase transparency regarding Greek Community performance and issues, including chapter standing, incidents, academics, etc.	Greek Community Image	Greek Life Staff, Student Leadership (Councils & Chapters)
Develop an outreach program to attract populations underrepresented in the Greek Community and to share the value of the Greek Life experience to all students.	Greek Community Image/Membership Growth	University Staff, Greek Life Staff, Student Leadership (Councils)
Develop and implement separate but comprehensive marketing and public relations plans targeting alumni, prospective members, faculty and staff, and non-Greek students.	Greek Community Image/Campus Involvement & Visibility	Greek Life Staff/Student Leadership (Councils)
Design and complete a Greek Housing feasibility study, looking into off-campus and on-campus options.	Housing	Greek Life Staff, University Staff, Student Leadership (Councils), Alumni Leadership Group

Grow membership to be at least 10% of the undergraduate student population.	Membership Growth	Alumni Advisors, Greek Life Staff, Student Leadership (Councils & Chapters)
Increase the number of individuals in each organization to a number that is needed to allow for expansion on Campus.	Membership Growth	Student Leadership (Councils and Chapters)
Strategically partner with on and off-campus groups for service projects, outreach, and other initiatives.	Service & Philanthropy/Greek Community Image	University Staff, Greek Life Staff, Student Leadership
Develop a Greek Alumni Leadership Council that will consist of chapter advisors, housing corp reps, and other alumni who wish to stay connected and serve in an advisory capacity to the Greek Community.	Support Systems (Alumni and University)	Greek Life Staff, Alumni Affairs
Develop a Chapter Advisor Training Program to Assist with Recruitment and Retention of Chapter Advisors.	Support Systems (Alumni and University)	Greek Life Staff, Headquarters Staff, Alumni Leadership Group