



Virginia Commonwealth University  
Interfraternity Council  
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V i r g i n i a   C o m m o n w e a l t h   U n i v e r s i t y

## 2012 – 2014 Strategic Plan

Drafted: October 25, 2011

### IFC Mission

The Interfraternity Council at Virginia Commonwealth University educates, governs, serves, and promotes its member organizations with the highest level of integrity and respect. We exist as the governing body to foster and instill the values of leadership, civic engagement, scholarship, and brotherhood in the development of all fraternity men.

### Areas of Focus

- Comm(unity)
- Recruitment
- Public Relations
- Service
- Scholarship

### Strategic Goals

Between 2012 and 2014, the Interfraternity Council will focus on these five strategic goals:

1. **Comm(unity)**: The IFC will advocate to those familiar and unfamiliar about fraternity. It will seek to engage in co-sponsored events with the College Panhellenic Council, Multicultural Greek Council, and the National Pan-Hellenic Council, and urge its member organizations to participate in these events in order to obtain knowledge about fellow fraternities and sororities and develop bonds with their interfraternal brothers and sisters.
2. **Recruitment**: The IFC will promote all member organizations at Virginia Commonwealth University by hosting IFC sponsored recruitment events and continuing to outreach to the non-fraternal population.
3. **Public Relations**: The IFC will promote all member organizations at Virginia Commonwealth University by branding a positive image of fraternities and to informing the campus and outside community about Fraternity & Sorority Life.
4. **Service**: Individual chapters, along with Fraternity and Sorority Life at Virginia Commonwealth University, will unite to develop a strong community service and philanthropy program.
5. **Scholarship**: The IFC will strive to instill a higher sense of value in academic success, an essential quality in a fraternity man. Chapters will seek to promote an emphasis on achievement in the classroom in order to ensure the total fraternity experience on campus.

## IFC Strategic Goals

1. **Comm(unity)**: The IFC will advocate to those familiar and unfamiliar about fraternity. It will seek to promote co-sponsored events amongst its fellow organizations. It will host events that benefit every IFC Chapter and will be open

**Outcome**: Chapters of the Interfraternity Council will become better educated one another and will be able to start to defy the stereotypes that surround our community. The Interfraternity Council will also be able to effectively communicate with other council organizations, allowing each respective chapter to flourish, benefitting the IFC as a whole.

### **Objectives**:

- 1.1 Promote and expand fraternity life on campus
    - a. Create and implement a summer mailing for all incoming male freshman
    - b. Host an event for affiliated and unaffiliated men
    - c. Create informative fliers that advertise for all IFC Chapters
    - d. Utilize USC&A tables during the first week of each semester
  - 1.2 Increase the knowledge of fraternity and sorority life amongst campus
    - a. Host informative sessions about what fraternities are and are not
    - b. Continue the "I am Greek" Campaign
    - c. Create an informative pamphlet for parents
    - d. Utilize all advertising and marketing means possible
    - e. Host guest speakers that advocate for fraternity
    - f. Conduct surveys for unaffiliated men that will test their knowledge and promote fraternity at one time
  - 1.3 Host non-alcoholic social events for IFC Chapters
    - a. Host a recruitment event in the beginning of each semester for each chapter, in attempt to neutralize all biases
    - b. Invite guest speakers of a non-affiliated VCU chapter to advocate fraternity like as a whole
    - c. Host an event each semester to benefit the Central Virginia Food Bank and require attendance
2. **Recruitment**: The IFC will promote all member organizations at Virginia Commonwealth University by hosting IFC sponsored recruitment events and continuing to outreach to the non-fraternal population.

**Outcome**: Through the promotion of recruitment and further development of Chapter Recruitment Practices, the IFC will thrive in growth.

### **Objectives**:

- 2.1 Work with Recruitment Officers within the IFC to help promote proper Recruitment practices
  - a. Update Recruitment guidelines annually.

- b. Work with IFC Recruitment Chairmen to successfully plan and execute proper Recruitment events under the guidelines in the IFC Constitution.
  - c. Plan Recruitment Round Tables with each Chapter's Recruitment Chairman to discuss what can be done in each respective chapter to maximize recruitment.
  - d. Organize Round Tables both prior and post recruitment periods.
  - e. Train men handling Fraternity and Sorority table during Freshman Orientation.
- 2.2 Expand Recruitment Intake for all IFC Fraternities
- a. Grow at rate of at least 15 percent from the prior year's new member class.
  - b. Plan a formal, non-biased recruitment event in the Fall and Spring semesters after the SOVO Fair.
  - c. Create a "Register for Recruitment" Link on the IFC Website ([www.ifcvcu.com](http://www.ifcvcu.com))
  - d. Encourage men to check out IFC page and register for recruitment.
- 2.3 Enhance marketing strategies
- a. Work closely with the Public Relations for ideas and marketing.
  - b. Create new ideas for marketing prior to the beginning of each semester to ensure adequate time for publicity.
  - c. Create flyers and handouts for both interested and non interested fraternity men.
  - d. Receive more funding from the Fraternity & Sorority Finance Committee to ensure maximum marketing power.
- 2.4 Help struggling chapters with Recruitment
- a. Conduct sit down meetings with Recruitment Chairmen of struggling chapter to discuss SWOT analysis of their current strategy.
  - b. If possible, conduct recruitment workshops with the members of the struggling fraternity.
  - c. After meeting with recruitment chairman and their respective fraternity, hold weekly sit downs to discuss progress.
- 2.5 Have information readily available for incoming men
- a. Gather information about each fraternity's recruitment schedules and general new member information.
  - b. Compile the information given in an orderly manner to give to interested men via handout, email, and pamphlet.
- 2.6 Discuss and inform current members of the current IFC recruitment period
- a. Hold a recruitment retreat for all Fraternity men.
  - b. Go over Recruitment Guidelines and expectations.
  - c. Discuss Recruitment plans and how to make them for the upcoming semester.
  - d. Encourage all chapters to hold individual recruitment retreats and conduct a SWOT analysis of their own recruitment.
  - e. Discuss with members the importance of "Going Greek," even if they are not interested in a male coming out to their recruitment events.
  - f. Talk about various ways of recruiting men without the use of alcohol and women.

3. **Public Relations:** The IFC will promote all member organizations at Virginia Commonwealth University by branding a positive image of fraternities and to informing the campus and outside community about Fraternity & Sorority Life.

**Outcome:** In doing so, relations among fraternity members, non-affiliated students, and school faculty and staff will improve. Furthermore, membership intake will increase.

**Objectives:**

- 3.1 I am Greek campaign
- a. Work with other councils in planning for this marketing campaign.
  - b. Every fraternity in the IFC will choose one current active member that best represents the fraternity's values; he will become the face of his fraternity at VCU.
  - c. Every fraternity in the IFC will choose one notable alumnus. The two choices will be juxtaposed into one framework that will showcase their fraternity. For example, Tim McGraw is a brother of Pi Kappa Alpha fraternity. He is an American country singer and actor. John Doe is a brother of Pi Kappa Alpha fraternity (Lambda Chi chapter).
- 3.2 Fraternity & Sorority Life Luau Barbeque
- a. During Welcome Week, all four councils will have a joint catered event at VCU
  - b. This event is generally catered towards incoming freshmen, but all students are encouraged to attend.
  - c. Budget for this event is shared amongst the four councils
  - d. Fraternity and Sorority members are encouraged to wear letters to promote Greek unity and Fraternity & Sorority Life.
  - e. General information on Fraternity & Sorority Life will be given out to incoming freshmen.
- 3.3 Fraternity & Sorority Life VCU formal banquet
- a. As Fraternity & Sorority Life's image improves, IFC, working with the other councils, will have a formal dinner banquet that is opened to VCU community where the faculty and staff are special guests.
  - b. Main objective of this event is to reflect Fraternity & Sorority Life's (positive) image onto VCU faculty and staff. Furthermore, this event will help foster a relationship between fraternities and sororities and the faculty and staff.
  - c. Possible location will be at the Jefferson Hotel with a budget of \$30,000.00
  - d. Budget will include the costs of venue and food; most likely will be a large selection of hor'dourves.
  - e. If event takes place in the Fall, it may possible be themed in conjunction with the Christmas holiday. If event takes place in the Spring, it may work in conjunction with the Fraternity & Sorority Life Awards Ceremony.
- 3.4 IFC Officers Installation Ceremony
- a. A week after the IFC Officers elections, the IFC will have an installation ceremony for the newly elected council officers.
  - b. Event will be opened to the VCU community.

- c. Installation ceremony will include an explanation of the duties of every officers and an oath.
  - d. If some reason, the installation ceremony cannot take place in the time stated above, the ceremony will take place in conjunction with the New Member Ceremony in the spring.
- 3.5 Summer Orientation
- a. Work with other councils in planning a schedule for all chapters to participate in Summer Orientation
  - b. One IFC fraternity in addition to one organization from every council will be working each day of orientation throughout summer
  - c. General information on Fraternity & Sorority Life will be given to incoming freshmen
  - d. IFC specific item that promotes IFC events, e.g., IFC magnets announcing IFC Fall Cookout, along will be given to incoming freshmen. This will be in conjunction with other council specific items and their respective upcoming events.
- 3.6 IFC Fall Cookout
- a. The IFC Fall Cookout should be utilized as a recruitment tool for the IFC Fraternities, separate from the Welcome Back BBQ.
  - b. Each will send 5 brothers to recruitment training, conducted by the Vice President of Recruitment, prior to the cookout.
  - c. Contact incoming freshmen and other potential new members about upcoming IFC fall event.
- 3.7 Greek Yearbook
- a. The IFC and other councils will establish and form a Greek yearbook committee.
  - b. The Greek yearbook will be an excellent way to raise funds for the fraternity and sorority community.
  - c. Contact other schools that has started Greek yearbook as a college tradition (WVU).
  - d. Committee will sell ad spaces to local businesses in the Richmond area.
- 3.8 IFC Communications
- a. Promote all member organizations' events on Facebook through IFC Facebook page
  - b. Highly encourage member organizations to send chapter news updates for the IFC website
- 3.9 IFC Minutes
- a. In efforts to promote Greek unity, IFC Minutes will be emailed to all leaders including officers and chapter presidents in all four councils, to ensure everyone is on the same page.
4. **Service:** The IFC will emphasize that a primary principle of a fraternity man is participating in service work. Chapters will seek to promote co-sponsored events amongst its fellow organizations to constantly increase volunteer attendance for service and funds donated for philanthropy every year.

**Outcome:** The IFC will continue to be recognized as a top organization with the most service hours donations raised. With these efforts, fraternity men will continue to volunteer and participate in community service activities after graduation.

## **Objectives:**

- 4.1 Promote and expand service on campus
    - a. Have chapters promote all service via Fraternity and Sorority Life or the Interfraternity Council webpage to the VCU community
    - b. Plan and create an all IFC service event that occurs during recruitment week.
    - c. Create a monthly service event that is mandatory for all IFC Chapters to attend.
    - d. Plan new annual service projects that bring tradition to the Interfraternity Council. Projects include: ringing the bell for Salvation Army, Paint the Town Green, Virginia Supportive Housing, Habitat for Humanity and Go Greek Go Green.
    - e. Chapters are required to have one co-sponsored service event a year.
  - 4.2 Promote and expand philanthropy on campus
    - a. Hold a fundraiser once a semester for Virginia Central Food Bank.
    - b. Have collection and donations containers annually around campus collecting food for Virginia Central Food Bank.
    - c. Delegate excess funds from fines to be donated to a specific philanthropy at the end of each year.
    - d. Utilize all advertising and marketing means possible.
    - e. Chapters are required to have one co-sponsored philanthropy event a year.
  - 4.3 Recognize chapters for outstanding efforts in community service and philanthropy
    - a. Chapters will receive an award and reward for the most hours acquired.
    - b. Chapters will receive an award and reward for the most generous funds raised.
    - c. Chapters will receive an award and reward for the most co-sponsored service and philanthropy events.
5. **Scholarship:** The IFC will strive to instill a higher sense of value in academic success, an essential quality in a fraternity man. Chapters will seek to promote an emphasis on achievement in the classroom in order to ensure the total fraternity experience on campus.

**Outcome:** The IFC will strive to remain one of the top organizations in terms of average semester GPA. With such a goal, each chapter should have over the all-male undergraduate GPA.

## **Objectives:**

- 5.1 Promote scholastic achievement
  - a. Each chapter may install some type of reward system in their own right to motivate members to strive towards better grades.
  - b. Draw up action plans for those specific chapters/individuals who continue to struggle meeting their academic requirements.
  - c. Pay extra attention to those individuals struggling in the classroom.
- 5.2 Promote academic awareness on campus
  - a. Make tutor schedules and subjects readily available and knowledgeable to all fraternity men.

- b. Provide study rooms during finals week as a venue for everyone on campus to come together and prepare for tests.
- 5.3 Recognize chapters and individuals for outstanding achievement
- a. Individuals that excel by extraordinary measures will receive an award for their success.
  - b. The chapter with the highest average GPA will receive an award for the best grades.