SIGMA ALPHA NATIONAL SORORITY STRATEGIC PLAN

Sigma Alpha's Significant Purpose Statement

Empower Diverse Women.
Foster Lifelong Collaboration.
Impact Agriculture.

Sigma Alpha SORORITY

Cultivating professional women. Advancing agriculture.

WHAT IS THE STRATEGIC PLAN?

This National Sigma Alpha Strategic Plan is a guide for the future of the organization. The plan articulates a clear significant purpose, priority objectives, and detailed tactics for implementation. Beyond setting a clear vision, the plan is a tool to steer decision making for the allocation of resources and establishes the prioritization of endeavors to reach priority objectives.

THE PROCESS

The strategic planning process, launched in 2022, was highly consultative, reflective, and intentional. This effort was led by the National Leadership Team and in collaboration with the Sigma Alpha Foundation Board. Highlights of the process include:

- Membership consultation was conducted through an alumnae survey, collegiate membership survey, and interviews with national leadership, advisors, and alumnae.
- Support was provided from an expert strategic planning consultant (a Sigma Alpha alumna!)
- Planning workshops were conducted with the National Sorority Board and Foundation Board to articulate significant purpose and analysis.
- Defining key performance indicators and targets to launch monthly monitoring of tasks, outputs, and outcomes.
- Continuous evaluation and review of progress and transparent annual updates to membership.

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STRATEGIC OBJECTIVES

Strategic objectives are high-level, measurable goals aligned to an organization's significant purpose and vision. Objectives describe what the organization wants to achieve. The Strategic Plan outlines six strategic objectives (below). For each, the National Leadership Team is defining tactics (implementable approaches) and tasks (the details to get it done, with timeline, roles, and responsibilities). See pages 4-6 for more details on the tactics for each.

MEMBER AND CHAPTER GROWTH

Grow and expand the current collegiate membership to 4,000 members and fifteen (14) newly activated chapters by the end of fiscal year* 2028.

LIFELONG ENGAGEMENT

Encourage Sigma Alpha sisters to remain engaged as lifelong members, as demonstrated by alumna member engagement in national sorority events, volunteer opportunities, and other activities.

REVENUE GROWTH TO SUPPORT EDUCATIONAL PROGRAMMING

Grow and develop foundation revenue to a level of $200,000 annually by fiscal year 2028, with increased corporate partner engagement and significant growth in individual giving.

OPTIMIZED ORGANIZATIONAL STRUCTURE

Align organizational processes and human resources, including volunteers, to meet the current and projected needs of chapters, membership, and sponsoring partners.

MEMBER FULFILLMENT

Collegiate members identify Sigma Alpha in the top three college activities due to value found in career readiness, sisterhood, and networking.

RECOGNITION AS A PREMIER DEVELOPMENT ORGANIZATION

Sigma Alpha will be recognized as the premier developmental organization for collegiate women by agricultural employers and higher education institutions.

*Note- Sigma Alpha's Fiscal Year is September through August

KEY PERFORMANCE INDICATORS

Key performance indicators are how we measure success and progress towards accomplishing broad, organizational goals. The Strategic Plan outlines targets, goals to be reached, for each indicator. The National Leadership Team will monitor progress monthly and report to membership at least annually.

INDICATOR	TARGET(S)
Number of new collegiate chapters activated	Activate 14 new chapters by 2028.
Number of new members annually	Increase the current annual collegiate membership (renewed members + total activated for the year) to 4,500 by 2028.
Sigma Alpha Educational Foundation revenue	Raise $200,000 annually to support educational activities.
Proportion of collegiate chapters that grow by 10% of total membership	90% of chapters demonstrate significant growth annually.
Number of collegiate members who participate in events hosted by the National Sorority	1,100 collegiate members participating in national events by 2028 (at least 1/4 of collegiate membership)
% of sisters that rank Sigma Alpha in the top three (3) collegiate activities	90% of collegiate members annually (beginning in 2024)
Number of Sigma Alpha alumnae members engaging with the National Sorority	Reach engagement of at least 250 alumnae annually by 2028.
Engagement on social media, email, Emerald Times, and other online content managed by the National Sorority.	10% increase annually on each platform (e.g. Facebook reach from 43,100 to 47,420 in 2024)
Proportion of National Sorority Board volunteer time expended on innovating, leading the vision of the strategic plan, and targeted engagement.	> 70% of national leadership team time reserved for innovating and leading.

OBJECTIVE: GROW CHAPTERS AND MEMBERSHIP

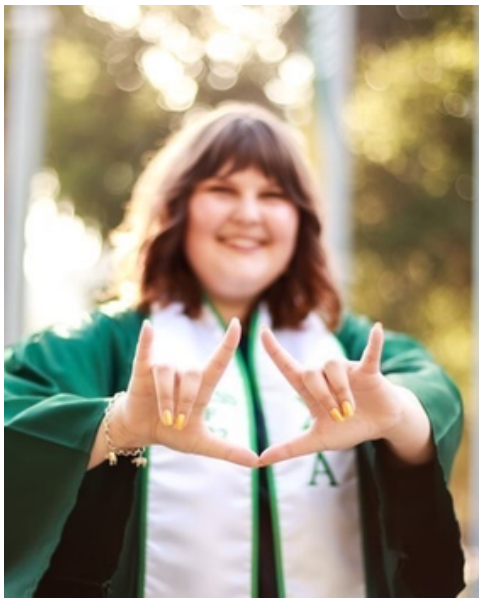
Members are the heart of the organization. By increasing membership and expanding the organization with new chapters, Sigma Alpha can have a positive impact on the lives of more women in agriculture, serve campuses and communities not yet reached, and build the resources necessary for a long and impactful future.

TACTICS

- Develop criteria to refine outreach, identifying the characteristics related to likelihood of success for new chapters in development.
- Research list of colleges and universities with agricultural programs, including consideration of Minority Serving Institutions (MSI), in the U.S to assess the potential viability of Sigma Alpha on new university campuses.
- Refresh or develop new marketing materials for chapter recruitment.
- Encourage and incentivize increased annual recruitment with an emphasis on recruiting freshmen and sophomores.
- Encourage and incentivize increased annual member retention.
- Attend national and regional meetings where these universities congregate.
- Incorporate recommendations in recruitment training and materials to diversify outreach to students that may be underrepresented in current national or chapter membership.

OBJECTIVE: FOSTER LIFE LONG ENGAGEMENT

Sigma Alpha membership is for life. The National Sorority aims to engage members long after their collegiate experience, to offer fellowship, leadership, service, and scholarship opportunities for alumnae members, and to foster lifelong engagement. The future of the organization depends on the continued generosity of alumnae members dedicating their time, talent, and service.



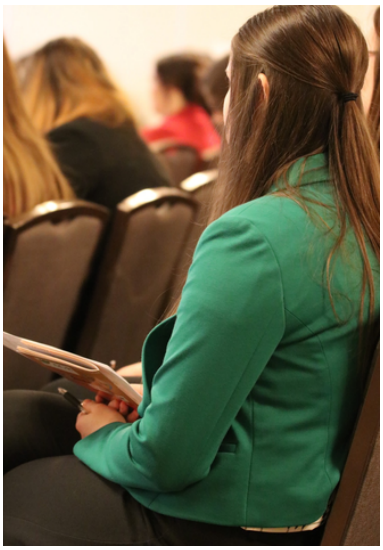
TACTICS

- Identify, develop, and promote volunteer pathways and opportunities, such as National Sorority Board, Chapter Consultant, and Foundation Board leadership roles, national committees, opportunities to evaluate national awards applications and presentations, and others.

- Increase outreach to alumnae members, through:
  - Sigma Alpha Sorority will conduct outreach campaigns to alumnae members at six months, two years and five years post-graduation,
  - Launch of a Sigma Alpha LinkedIn organizational page, and
  - Sending "welcome to alumnae status" emails upon graduation.

OBJECTIVE: OPTIMIZE ORGANIZATIONAL STRUCTURE

Long-term organizational health and growth of the national sorority depends on having adequate human resources, volunteer and paid staff, to not only support the day-to-day of organizational operations, but to connect with members, plan for the future, and innovate. The Strategic Plan emphasizes the need to increase national headquarters staff support to provide direct services to members, chapters, and our partners. With additional staff, Sigma Alpha can better utilize the volunteer time of the National Sorority Board, Chapter Consultants, and Foundation Board members to focus on strategic visioning for the organization's objectives, activities, and partnerships. Together, the headquarters staff and national volunteers will be better positioned to support the chapter and member growth we anticipate in the coming years!



TACTICS

- Analyze national leadership team volunteer and staff time and activities by the end of the fiscal year 2022 (FY22) to understand and quantify resources required to meet current operational needs of the organization.

- Provide additional support to the sorority by adding a full-time staff member for the Sorority to bring the total to four (4) and an additional separate part-time staff for the Foundation by the end of FY23.

NEXT STEPS

The Strategic Plan is an active tool. The National Leadership Team will continue refining the tactics, tasks, and timelines within the plan over the next year. The team will work collaboratively to draft the tactics, tasks, and timlines for the three remaining objectives. At the same time, implementation of the tactics for the first three objectives is well underway. In the coming year, the leadership team will dedicate significant time to refining the key performance indicators monitoring and reporting plans, to implement regular monitoring and reporting of progress and outcomes.

SHARE YOUR IDEAS

Your ideas and feedback are most welcome. Please participate actively in the national committee meetings at convention in July to participate in workshop-style discussions as we refine the tactics. To share your feedback or questions beyond Convention, please reach out to your Chapter Consultant.

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