

Questions from Fireside Chat 9.13.2016 – GROWCROW 2020 & State of the Fraternity

- Is there a plan to expand the fraternity southward? If so, what is it?

Yes. AXP has already gotten approval to expand at Coastal Carolina University in South Carolina in 2018. We are hopeful that any expansions are supported by alumni. The most successful expansions and most successful chapters are those who have strong alumni support. Any expansions right now have to be highly thought out and calculated because of the limited resources and personnel to support the effort. However, if we have the alumni infrastructure in place, we will use it to our advantage with any expansion, not just in the south.

- How does the executive committee plan to handle continued hostility towards fraternities on campuses nationwide?

We need to challenge our Men to lead by example; to live our values and our Ritual everyday to be true gentlemen. The real answer lies in the cultural shift that ALL Greek Organizations need to hold themselves and their actions to a high standard of excellence. The North-American Interfraternity Council (NIC) recognizes this problem and in the midst of creating tangible action that will make a difference like, leading sophisticated public relations efforts to advance the "Fraternity" brand; and working directly with all Interfraternity Councils to strengthen and build healthier fraternity communities.

-Where do you see Crow in 5 and 10 years?

Through our Strategic Plan, Grow Crow 2020, we look to drastically increase alumni involvement on multiple levels, concentrate our resources and expertise on expansion efforts that will be built to whether the test of time. We have stayed in a range of chapters between 34-40 over the last 15 years and it's time to have sustainable growth to stay over 40 chapters with a goal of getting to 50. Our Grow Crow plan is really the starting phases of taking a good Fraternity and turning it into a great Fraternity and that's what we want to achieve over the next 10 years.

-What plans are there to strength existing chapters?

Nick Hewgley, our Leadership Consultant is doing an excellent job with providing timely information to our chapters and offering timely educational sessions through an initiative called, "Cultivating U". However, it is up to the entire chapter to participate with Nick in order to make their Chapters stronger. The National organization is definitely reinvesting in our Chapters in this way, but it is clearly up to the Chapters to assert what they learn.

-What is Crow's biggest weakness?

I think the fact that only 56% of our Postulants actually fulfill their membership obligations the right way is very alarming and speaks to a weakness in what AXP has to offer. Where's the pride in being a member? I feel though that a greater weakness existed and it rested squarely on the shoulders of the National Organization, and that weakness is execution. Part to blame is the fact that staff and volunteers have been so thin for so long, we can't get everything done that we want to. So what happened is that we became good at identifying possible solutions to various issues, but were very poor at putting anything into action. Because of Grow Crow 2020, I feel that this weakness is going to turn into our strength in short time and we are visibly going to see change.

- What efforts or plans are in effect for expansion and recolonization of old Chapters with active alumni groups?

As stated earlier, virtually all of our expansion efforts are going to be dependent on alumni involvement. The National organization is going to provide training for our volunteer alumni so we send a consistent marketing message, and plan for success. The alumni are going to be our key to success, so if there are any alumni who want to find out more or who want to get involved, I suggest you contact Jay Anhorn at janhorn@alphachirho.org or call him at HQ, 732-869-1895.