

Cultivating Men of Word and Deed

Alpha Chi Rho
Fraternity



Kenny's Fireside Chats – September 2016

AXR

Agenda

Overview

- Introduction
- Purpose
- Frequency

State of the Fraternity

- Membership Stats
- Chapter Summary
- Financial Report

Strategic Planning: Grow Crow 2020

- Priority 1: Identity Marketing and Communication Plan
- Priority 2: Alumni Leadership Training and Staff Development
- Priority 3: Focus on Recruitment Strength and Growth
- Priority 4: Member Recognition and Celebration
- Priority 5: Membership Development

Questions / Answers

Closing Remarks

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Overview

Introduction

Purpose: To combine communication efforts with transparency in order to deliver real time information to all members of Alpha Chi Rho.

- Challenges to consistent communications
- A want and need to do better
- Website fail and Social Media problems
- Frequency of Calls
 - Fall: September, October and November
 - Spring: January, February, March
 - Summer: June

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State of the Fraternity

Hierarchic Structure of the Fraternity

- Paid Staff Members 4
- Volunteer Council Members 14

Membership Stats

- 1,253 Undergraduate
- 27,000 Alumni

Chapter Stats

- 32 Active Chapters, 3 Colonies
- Average Chapter Size 36

Trend Analysis

- 34-40 Chapter range for last 15 years – need to get beyond 40
- Only 56% of Postulants fulfill their membership obligations by paying their NIF – poor; needs to approach 100%

No disciplinary action pending

Positive Notes of Recognition



State of the Fraternity

Financial Report ending July 2016: Fraternity

- Fiscal Year resulted in a Net Loss \$36,976
- Fiscal Year, 2015 resulted in a Net Loss \$77,660
- Assets \$1,036,680 (\$586,973 is Accounts Receivable)
- Liabilities \$265,973
- Equity \$770,707

Financial Report ending December 2015: AXPEF, Inc.

- Calendar year 2015 had net income of \$70,570
- Assets \$2,420,935, but approximately \$500,000 is fixed assets, student loan receivables and charitable remainder assets
- The general fund represents about \$1.3mm
- Donors: over the past few years we have averaged around 350 annual donors for about \$80,000.

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Strategic Plan

Grow Crow 2020: A Vision of the Future

Priority 1: Identify Marketing and Communication Plan

- Reintroduce the Alpha Chi Rho Brand to all stakeholders
- Develop consistent and regular membership communications plan
- Re-educate Chapters on the ritual and landmarks of AXP

Priority 2: Alumni Leadership Training & Staff Development

- Develop Chapter Alumni Leadership Committee Training
- Engage and connect alumni through meaningful and purposeful experiences
- Develop National Council Committee Infrastructure
- Build Staff Infrastructure

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Strategic Plan

Grow Crow 2020: A Vision of the Future

Priority 3: Focus on Recruitment Strength and Growth

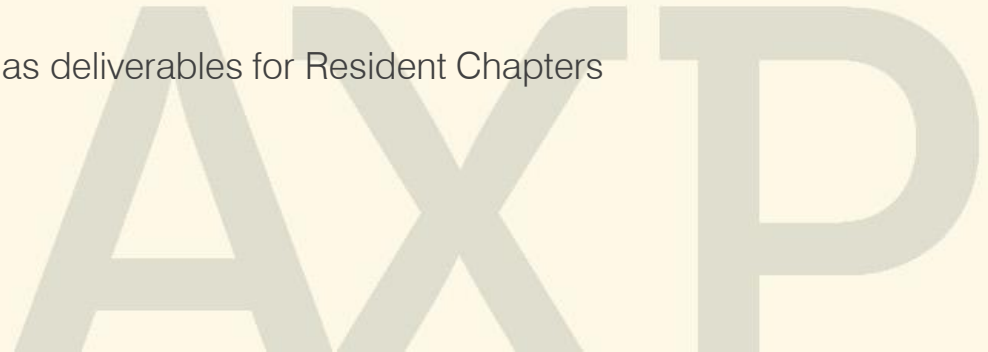
- Deliver on membership goals through effective colony recruitment at Purdue, Central Michigan University, University of Massachusetts and the University Miami of Ohio
- Support Active Chapter Growth
- Research the viability of expansion on new campuses
- Research the viability of recolonizing inactive Chapters

Priority 4: Member Recognition and Celebration

- Establish National Council and Graduate Chapter presence at all Fraternity Events
- Continue to recognize undergraduate and graduate leadership at National Conventions and Milestone Events

Priority 5: Member Development

- Produce educational resources as deliverables for Resident Chapters



Question and Answer Session

Thank you for your participation

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Announcements

1. Next National Convention: June 15 - 18, 2017

DoubleTree Orlando – Sea World

- Resident Delegates arrive – Thursday June 15th
- Educational Sessions and Alumni Delegates arrive – Friday June 16th
- Business sessions of the Fraternity – Saturday June 17th
- Feast of the Fraternity, evening of Saturday June 17th
- Departures – Sunday June 18th

Contact HQ if you would like to extend your stay. Special discount room rates will apply

2. Interested in starting an Alumni Chapter or Group or want to get involved?

Contact Jay Anhorn at janhorn@alphachirho.org or call 732-869-1895

3. A new website coming soon.

4. Next Conference call: October 13th at 7pm

Topic: Alumni Relations

