



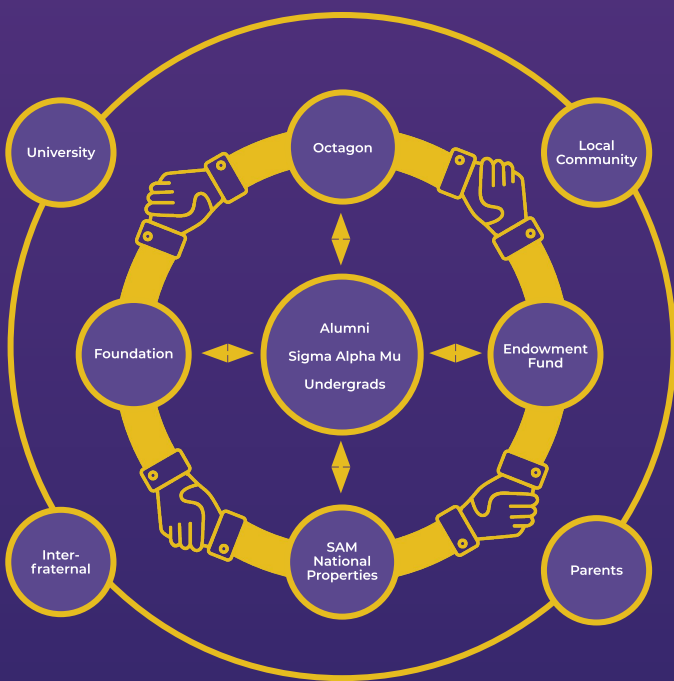
# OUR VISION FOR THE NEXT DECADE

## OUR VISION & CORE BELIEFS

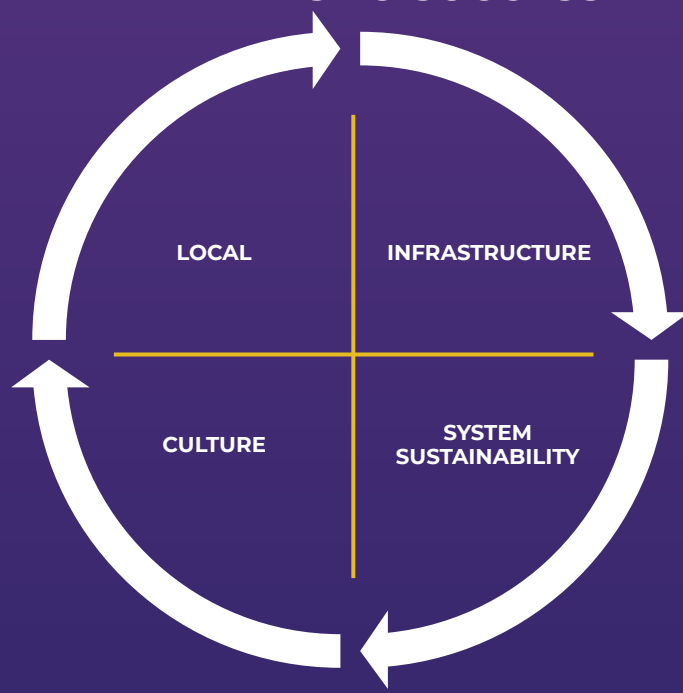
Transform Sigma Alpha Mu into the first choice of collegians seeking a forward-thinking, inclusive fraternity which enhances the university experience and prepares the fraternity member for a fulfilling life.

<p><b>SIMPLICITY, SINCERITY &amp; TRUTH</b></p>	<p><b>HOLINESS &amp; PURITY</b></p>	<p><b>JUSTICE &amp; IDEALISM</b></p>	<p><b>FRATERNALISM</b></p>
<p><i>Shem Tov</i> A good name</p>	<p><i>Avodah</i> Service</p>	<p><i>Tikkun Olam</i> Repair the world</p>	<p><i>Derech Eretz</i> Common decency</p>
<p>Develop trustworthiness and willpower.</p>	<p>Live your passion and pursue what will define you.</p>	<p>A responsibility to make the world a better place.</p>	<p>Ensure the health and wellbeing of each other.</p>

## OUR STAKEHOLDERS WE'RE IN THIS TOGETHER



## STRATEGIC FRAMEWORK THE KEYS TO SUCCESS



# INFRASTRUCTURE GOALS

THINK BIG	Build international identity and increase engagement.
LEVERAGE SCALE	Leverage scale to enhance chapter management and member experience by providing tools and other support.
OPTIMIZE REVENUE	Diversify and grow revenue through new funding models, broadening the donor base and wisely managing our finances.

# SYSTEM SUSTAINABILITY GOALS

BE AGILE	Evolve our organization to enable data-driven change.
GROW	Grow and sustain our chapters to expand programs and services that reflect our vision.
DIVERSIFY	Expand our community to include a diverse and inclusive membership that reflects demographic and social change.

# CULTURE GOALS

VALUES DRIVEN	Champion a culture that reflects our values, enabling collegians and alumni to thrive in their academic, personal, and professional lives.
INCLUSIVE	Build a diverse, inclusive and responsive community that embraces change.
MARKET	Drive discovery of, and engagement with, our values through cohesive branding and optimized communications.

# LOCAL GOALS

DIVERSITY	Celebrate and support individual chapter diversity.
BOLSTER	Establish new colonies, chapters and alumni clubs based upon identified success criteria.
GROW	Provide desirable, safe, accessible housing that allows the chapter to thrive.