

Appendix III
NY Alpha Strategic Plan Summary

Strategic Plan

The New York Alpha Alumni Association Board developed a strategic plan in response to the tragic events in the spring of 2011 and the subsequent suspension of its charter. The team that developed the plan was comprised of:

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Dave Martin '94
Svante Myrick '09
Gus Noojin '69
Bill Perez '69
Hal Sieling '62
Mike Slusar '86

The aspiration expressed in the plan is “to create the model for Greek life in the 21st century” by seeking out and applying best practices, in partnership with Cornell and the National Fraternity. Following are excerpts from that plan, describing the type of chapter the alumni wish to create.

Mission

(The reason we exist)

Undergraduates: To provide a social and physical environment in which select Cornell undergraduates can build long-term relationships and develop leadership, organizational and interpersonal skills that will complement their academic endeavors.

Alumni: To provide alumni with an experience that fosters their connection to Cornell, the active chapter and other alumni.

Vision

(What success looks like)

NY Alpha is recognized by the Cornell community, SAE National and our alumni as an exemplary chapter based on its academic achievement, discipline, social conduct and community service.

Best practices are employed to provide leading-edge, sustainable programs, especially in areas such as alcohol management, recruitment and member development.

The environment in the chapter is safe, respectful and supportive, reflecting the ideals of “The True Gentleman”, thereby fostering life-long friendships.

Hillcrest is well maintained, clean inside and out, and is a source of pride for actives, alumni and parents.

SAE's are good citizens and leaders in key aspects of campus life, the fraternity experience and community service.

Chapter operations are fiscally sound, well managed, and transparent.

Alumni are active mentors for the undergraduates and their strong support assures long-term financial security.

Values

(Derived from “The True Gentleman” by John Walter Wayland)
[Note: Excerpts from *The True Gentleman* shown in brackets]

Respect: Our respect for each other, for individual differences, for our Chapter House and for the law creates an environment conducive to learning and personal development. We are always courteous to each other and to our guests.

[whose conduct proceeds from good will...who does not make the poor man conscious of his poverty, the obscure man of his obscurity, or any man of his inferiority or deformity...who speaks with frankness but always with sincerity and sympathy...]

Excellence: We strive to be the best at all that we undertake, whether it be academics, athletics, chapter development, service to Cornell or to the broader community. We use teamwork and common sense to accomplish more collectively than we can individually.

Humility: Although we aspire to excellence, we are keenly aware that we can always improve and that our accomplishments do not make us superior to others. We foster an environment of inclusion and personal dignity, which brings out the best in all of us.

[...does not boast of his own possessions or achievements...who is himself humbled...]

Service: We enrich ourselves by sharing our time, talent, and treasure with the communities in which we live.

[...thinks of the rights and feelings of others rather than his own...]

Trustworthiness: We always seek to do what is right, rather than what is convenient and we can always be relied upon to fulfill our commitments. Honesty, loyalty and integrity are fundamental to our conduct and distinguish us from others.

[...whose conduct proceeds from an acute sense of propriety...whose deed follows his word...with whom honor is sacred and virtue safe...]