2012 DKE Leadership Conference

August 25th - 26th AHE (Engineering Building) Room 209

Alumni Attendees: Peter Carlson ’02, Michael De Lisi ’03, Mark Fedorov ’91, Scott Harris ’95, Jared Piette ’12, Robert Schiller ’06, John Sheehy ’05, Brent Souders ’11, John (JT) Terembula ’94

Undergrad Attendees: Exec Board only Sat AM, Entire chapter for all other sessions

All attendees are expected to read the DKE Strategic Planning presentation, come prepared with thoughts, and contribute to achieving the desired outcomes. Most sessions will last approximately 50 minutes with a 10 minute break in between each session.

Day 1: August 25th AHE (Engineering Building) Room 209 9AM – 4PM

**9-9:50: Establishing a Thematic Goal Roadmap** – *Stuart Umberger (Director of FS Life)*

Preparation: Read materials provided by the Office of FS Life

Workshop: Thematic Goal Exercise

*Desired outcomes:*

**10-Noon: Strategic Planning** – *Michael De Lisi (President, Rho House Association)*

Preparation: Review the DKE Strategic Planning presentation

Discussion: Alumni and student leadership execute the strategic planning process up until goal setting (Slide 21). Alumni prepare student leaders to present the entire process and lead the students through the goal setting process.

*Desired outcomes: Draft Vision Statement, Mission Statement, and Strategic Initiatives aligned around thematic goals. Student leadership’s ability to present the above to the entire chapter*

**LUNCH**

**1-2:15: Presentation of Strategic Planning elements** – *Andrew O’Brien (President, Rho Chapter)*

Preparation: Executive Board share Leadership Conference materials (including this document) with the entire chapter

Discussion: Student leadership presents, with alumni leadership support, the Draft Vision Statement, Mission Statement, and Strategic Initiatives to the entire chapter. Minor revisions, if any, are made to achieve chapter acceptance and alignment. Student leadership explains the process of goal setting and breakdown to actions as a method of creating the chapter’s annual operating plan.

*Desired Outcomes: Chapter alignment around the strategic plan, Vision Statement, Mission Statement, and Strategic Initiatives. Chapter understanding of how to create goals and actions to work towards the vision statement and achieve the mission statement. Student leadership gains experience presenting strategic planning materials.*

**2:15-3:30: Workshop – Pledge Education Program** –*Tierney Clark (Pledge Master of Ceremonies)*

Preparation: Entire chapter thinks about pledge education, the Objects of DKE, and the Virtues. PM and APM review DKE Int’l rituals.

Workshop: Break out into small groups to discuss goals and actions for pledge education in the coming academic year. Small groups present goals and actions to entire chapter.

*Desired Outcomes: An annual operating plan for pledge education that aligns with the strategic plan for the Rho Chapter. Student readiness, willingness, and ability to execute the operating plan to achieve success.*

**3:30-4: Daily Wrap**

Day 2: August 26th AHE (Engineering Building) Room 209 9AM – 12PM

**9-9:50: Workshop – Recruitment** – *Tyler Stearns, and Billy Leonard (Recruitment Chair)*

Preparation: Recruitment chairs and alumni director of recruitment read Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment from Phired Up Productions.

Workshop: Break out into small groups to discuss goals and actions for recruitment in the coming academic year. Small groups present goals and actions to entire chapter.

*Desired Outcomes: An annual operating plan for recruitment that aligns with the strategic plan for the Rho Chapter. Student readiness, willingness, and ability to execute the operating plan to achieve success. Decision of how DKE will meet the IAGGL metrics for open access & engagement opportunities with the campus (non-discrimination in selection of members).*

**10-10:50: Workshop – Academic Standards** – *Pat Scognamiglio (Scholarship Chair)*

Preparation: Entire chapter review the IAGGL metrics for academic performance. Student & alumni scholarship directors review the materials from DKE HQ: Suggested Academic Initiatives – Rho of DKE.pdf

Workshop: Break out into small groups to discuss goals and actions for DKE academic standards in the coming academic year. Small groups present goals and actions to entire chapter.

*Desired Outcomes: An annual operating plan for academic standards that aligns with the strategic plan for the Rho Chapter. Student readiness, willingness, and ability to execute the operating plan to achieve success. Decision of how DKE will meet the IAGGL metrics for academic performance.*

**11-Noon: Workshop – Public Relations** – *John Burke (Public Relations Chair)*

Preparation: PR Chair and alumni leading communications read the FMG guidelines for successful alumni and parent relations programs

Workshop: Break out into small groups to discuss goals and actions for Public Relations in the coming academic year. Small groups present goals and actions to entire chapter.

*Desired Outcomes: An annual operating plan for public relations that aligns with the strategic plan for the Rho Chapter. Student readiness, willingness, and ability to execute the operating plan to achieve success.*