

2020-2023 DELTA GAMMA STRATEGIC FORECAST

2020-2021 Progress Report

EXPLANATION STATEMENT

Shortly after the 68th biennial Convention, the 2018-2020 Fraternity Council began to collect, analyze and discuss the current challenges facing our organization, the fraternal landscape and our members' experiences. During those initial 16 months, over 60 discussions were facilitated in the drafting of goals, initiatives and action steps to meet the multigenerational needs of 234,000 living Delta Gammas. In response to the COVID-19 pandemic and equitability efforts, the 2020-2022 Fraternity Council re-endorsed the Strategic Forecast in September 2020.

As our organization weathers the future and remains an unstoppable force for good, the prioritization of action steps adjust according to the membership's needs. The following goals and initiatives serve to not only reflect business demands, but also ensure the successful recruitment of new members and continued engagement and development of members. The challenges ahead are real as 147 years of hope.

ACKNOWLEDGEMENT STATEMENT

The accomplishments below were made possible due to Alumnae Advisory Board (AAB), Collegiate Advisory Board (CAB), Council Trustees, Diversity, Equity and Inclusion Advisory Commission (DEIAC) members, Executive Offices staff, Foundation Directors, Foundation Trustees, Fraternity Directors, Friends of the Anchor, Leadership members, Regional Directors and Regional Team Specialists. Albeit much work remains for all members of Delta Gamma, the successes over the last 18 months are worthy of celebration and deep gratitude. If you have a suggestion to further the Fraternity Strategic Forecast, please email CouncilCommunications@deltagamma.org.

GOALS | 2021 SUMMER UPDATE

- Recruit and retain collegiate members
 - Total number of new members and collegiate members.
 - FY20: 6,800 new members, 21,907 collegians
 - FY21: 6,782 new members, 21,161 collegians
- 75% of collegiate chapters will have the following five required advisory team positions by July 1, 2020, and 90% by July 1, 2021: advisory team chairman, Honor Board adviser, chapter financial adviser, membership adviser and member education adviser.
 - August 2020: 94% filled
 - September 2020: 93% filled
 - October 2020: 94% filled
 - November 2020: 94% filled
 - December 2020: 95% filled

- January 2021: 94% filled
- February 2021: 94% filled
- March 2021: 94% filled
- Increase alumnae Fraternity programming
 - FY20: Established a Virtual Programming Committee to provide balanced virtual programs, allowing members from across generations and geographic regions to engage in educational and entertaining programs as well as connect with each other. Alumnae groups utilized similar platforms to engage with their members within their local groups. The utilization of Zoom allowed for increased connection for virtual Founders Day events and ritual sharing such as Founders Day Candle Lighting Ceremony and Senior Recommitment Ceremony. In fall 2020, there were 23 events, attended by over 350 members.
 - FY21: Virtual programming continued, and will continue through spring 2022, with a focus on building community among multi-generational members. Similar to FY20, the utilization of Zoom continued to host region-wide Founders Day, formalized Alumnae Meet-Ups and over 700 members for Founders Day Candle Lighting Ceremony. In July 2021, a survey was distributed to identify members' programming preferences over the next several months. In spring 2021, ten events were hosted with over 1,300 in attendance.
- Increase percentage of eligible alumnae paying per capita dues each year
 - FY20: 12,031 dues payers (6.7%)
 - FY21: 13,066 dues payers (7.4%)
- Alumna Initiate Program will increase each year
 - FY20: 8 Initiated
 - FY21: 20 Initiated (this included many FY 20 hold overs because of COVID-19)
- 50% of individual collegiate chapters' relative recruiting strength (RRS) will improve or maintain (within .02) - and 75% of chapter campus rankings will improve or maintain (maintaining includes chapters that stay in the top two), both from the previous year's data
 - RRS: 2020-21 data reported 55% of collegiate chapters reported in this range
 - Chapter campus ranking: 2020-21 data reported 75%
- 90% of collegiate chapters are above the all-women's GPA by June 30, 2022
 - Due to COVID-19, collegiate chapters scholastic reporting is not available for all chapters. With the hopeful return of in-person classes in fall 2021, historical reporting will return in January 2022.
- 60% of collegiate chapters will maintain at campus Total (measured on February 15, 2021)
 - During 2020-2021, the National Panhellenic Conference (NPC) unanimous agreement was written because of the COVID-19 pandemic resulted in all campuses using their campus total from 2019-2020, regardless of whether it was in conformity with the campus Panhellenic bylaws on setting chapter total. As a result, a majority of Delta Gamma chapters were below campus total even after primary recruitment. This statistic will be reviewed this year to determine how to best evaluate the number of campuses achieving chapter total.



INITIATIVE #1

Enable Our Future: Champion and protect the Delta Gamma experience

- Review, implement and support advancement opportunities as outlined in the Diversity, Equity and Inclusivity Training Plan as well as recommendations from the Collegiate President Roundtables (Summer 2020), Collegiate Survey (Summer 2020), and [Organizational Equity Assessment](#) (Winter 2020)
 - Established the Diversity, Equity, and Inclusion Committee (Spring 2020)
 - Created the initial [Diversity, Equity, and Inclusion Advisory Commission](#) (DEIAC) (November 2020)
 - Partnered with [Social Responsibility Speaks](#) to assist with the review and future implementation of selected Equity Assessment recommendations (March 2021)
 - Executive Offices Communications Department training with Social Responsibility Speaks (April 2021)
 - Updated [Collegiate Roundtable and Survey Recommendations](#) (Summer 2021)
 - Updated [Diversity, Equity, and Inclusion initiatives](#) (Summer 2021)
- Increase retention of collegiate members
 - Facilitated virtual Initiations for 1,882 new members during COVID-19 (Spring 2020)
 - Establishment of Third Year Think Tank to explore third- and fourth-year collegiate experiences (June 2020)
 - Creation of the Retention Committee within the collegiate chapter committee structure (Summer 2020)
 - Explored and implemented alternate revenue streams via affinity relationships resulting in the establishment of The 1873 Club and [Shop Delta Gamma Marketplace](#) to decrease organizational expenses (Winter 2020 & Spring 2021)
 - Explored avenues to increase collegiate and potential new member understanding of financial costs of membership during recruitment
 - Developed Financial Transparency subcommittee (August 2020)
 - Creation of alternative membership status (August 2020)
 - Hosted training for house directors and house corporation officers related to providing feedback, working with collegians, and greater collaboration (October 2020)
 - Offered focused programming to increase members sense of belonging (2020-2021)
 - Completed 35 visits (68 weeks) to support chapters experiencing Abolish Greek Life movements.
 - Create developmental training for local volunteers and Leadership volunteers within existing opportunities.

- More structured promotion schedule for all virtual programs, which includes training opportunities, on social media, in newsletters and on the website
- Developed a diversity, equity and inclusion training series for advisers (March 2021)
- Completed 13 virtual Collegiate Development Consultant (CDC) Retention Visits (Spring 2021)
- Provided diversity, equity and inclusion training for Leadership volunteers (Spring 2021)
- Created and hosted The Champion Collective for dues paying alumnae (June 2021)
- Offered financial and communication trainings at Officer Training Seminar (OTS) (June 2021)
- Redesign of Adviser & Alumnae Training Academy (ATA) to include greater personal, professional, leadership and development opportunities for advisers
- Explore additional dues payment options
 - Established the Accumulated Surplus/Capital Reserve Committee to review policies and practices regarding the required amount of chapter surplus and house corporation reserves (December 2020)
 - Implemented newly established guidelines to lower costs for collegiate chapters and house corporation's effective fiscal year 2022-23 (June 2021)
 - Extended non-Constitutional new member payments to be paid over the academic year
 - Introduced [annual dues payment options via Loyal Anchored](#) (Summer 2021)
- Promote "Our purpose is 'Doing Good;' our philanthropy is Service for Sight"
 - Promoted within 2021 Regional Training Days (RTD) with increased messaging in upcoming training opportunities
 - Redesigned Foundation focused eLearning modules to support messaging
 - Continued hosting and promotion, during COVID-19, of Do Good Week (September 2020)
 - Promoted within Founders Day Video and Speech (March 2021)
 - Developed Foundation recruitment video communicating mission (July 2021)
- Investigate an alternative membership status
 - Excused Status created and implemented (August 2020)
 - Revamped the [Reinstatement Policy](#) for alumnae (April 2021)
- Continually evaluate the volunteer and staff roles on specific projects
 - Quarterly Council Trustee meetings with Executive Director to discuss project advancement (2020-2021)
 - Increased review of Fraternity and Regional Director reporting avenues
 - Team has worked collaboratively with volunteers on President Roundtable projects and other Committees (ex: New Chapter Working Group)
- Continue to educate members regarding membership obligations
 - Established the Financial Transparency subcommittee to help members understand dues and fees
 - Creation of [housing focused microsite web-based resources](#) (Summer 2021)



INITIATIVE #2

Develop Delta Gamma: Empower growth of our chapters and membership

- Evaluate the current fiscal practices to allow greater accessibility
 - Established the Financial Transparency subcommittee to explore financial communications.
 - Communications Department partnered with the Financial Transparency subcommittee to create collegiate chapter resources to be used for both member recruitment and retention as well as the Fraternity-wide rollout to chapters.
 - Lowered collegiate financial obligations by moving to a virtual chapter functioning model (2020-2021)
 - Increased approval of chapter surplus amounts empowering chapter leadership to meet the needs of members (2020-2021)
 - Established new budgeting model to include, but not limited to reviewing two years of historical data to assist chapter budgeting moving forward
 - Created financial presentations to further explain volunteers' role in finance allowing all volunteers to further understand the impacts to collegiate budgets
 - Created a Fraternity Director: Collegiate Budgeting position to develop annual collegiate budgets and increase collegiate chapter financial assistance (January 2021)
 - Accepted the dissolving of several unhoused chapter's house corporations resulting in additional services through Fraternity Management Corporation (FMC) thereby reducing cost to collegiate members (FY 2021)
 - Accepted the dissolving of several Delta Gamma owned housing house corporations transitioning to LLC status, providing financial stability and services, including design and renovations, to these important assets. (FY 2021)
- Develop a strategic campaign for year-round promotion specific to regions, campus culture and institution type
 - Initial exploration of needs by Membership team and Communications Department (June 2021)
- Create training for Leadership positions to increase accountability and support of volunteers
 - Creation of Member Accountability subcommittee (September 2020)
 - Hosted Delta Gamma brand training for Leadership to increased understanding regarding implementation and advocating for the brand (June & August 2020)
 - Developed guidelines for accountability conversations related to social media guideline violations (Fall 2020)
 - Provided diversity, equity and inclusion training for Leadership volunteers (Spring 2021)
 - Facilitated Difficult Conversations training at 2021 Officer Training Seminar (June 2021)

- Evaluate alumnae group requirements and identify best practices and promote alternatives
 - Increased best practices education through Adviser & Alumnae Training Academy (ATA) (October 2020)
- Increase recruitment strength among collegiate chapters
 - Creation of [recruitment focused microsite web resources](#) marketed specifically for 18–20-year-old potential new members and their parent/guardians (Summer 2020)
 - Training of membership team volunteers to enhance greater utilization of Release Figure Model (RFM) data from collegiate campuses
 - Added the position of Virtual College Recruitment Consultants (VCRC) to provide enhanced support during the pandemic and will continue to use this type of assistance (Summer 2020)
 - Hosted webinars and zoom round tables to prepare chapters for the new experience of virtual recruitment (Summer 2020)
 - Focused education and resources regarding Continuous Open Bidding (COB) (August 2020)
 - Established annual communications plan for Fraternity-wide recruitment promotion within social media and other communication platforms (2020 & 2021)
 - Continuation of Collegiate Development Consultant (CDC) recruitment-related visits to each collegiate chapter at least once every four years
- Assess collegiate and alumnae members interests, needs and wants from their experience
 - Greater utilization of event survey data
 - Hosted collegiate survey focused on increasing community and belonging (Summer 2020)
 - Hosted new member and member surveys related to their recruitment experiences (Fall 2020 & Winter 2021)
 - Utilization of collegiate chapter surveys (Spring 2020)
- Evaluate the need and best practices for alumnae groups to allow women to stay engaged
 - Created virtual programming options (Spring 2020)
 - Enhanced virtual alumnae group connections via Facebook
 - Continued exploration to streamline current officer operational pieces such as removing/making optional the completion of Post Event Summaries
- Evaluate and elevate the Alumna Initiate Program
 - Highlighted the program within Adviser & Alumnae Training Academy (ATA) curriculum
 - Developed opportunities to spotlight alumnae initiates
 - Established promotional plan to increase alumnae initiates at upcoming collegiate chapters establishments



INITIATIVE #3

Engage Our Membership and Enhance the Delta Gamma Experience: Identify and expand our connection opportunities

- Evaluate what collegians are seeking within Delta Gamma membership
 - Facilitated collegiate president's roundtables (Summer 2020)
 - Created [Diversity, Equity and Inclusion webpage resources](#) (Summer 2020)
 - Hosted collegiate survey focused on increasing community and belonging (Summer 2020)
 - Hosted chapter listening sessions for chapters experiencing Abolish Greek Life movements (Summer & Fall 2020)
 - Hosted new member and member surveys following Bid Day (Fall 2020 & Winter 2021)
 - Utilization of collegiate chapter surveys (Spring 2020)
- Increase diversity- and inclusivity-based programming, resources and awareness for collegians and alumnae
 - Offering resource materials in languages other than English
 - Creation of the [Diversity, Equity and Inclusion webpage resources](#) (Summer 2020)
 - Established the collegiate diversity, equity and inclusion committee. For an updated list of Collegiate Roundtable and Survey Recommendations, please visit [here](#).
- Examine ways to offer additional financial assistance to members
 - Established the Financial Transparency subcommittee to explore avenues of assistance
 - Created the #DGDyIn shirt to increase funding for the Sisters Helping Sisters Foundation program to allow more members to receive financial assistance (September 2020)
 - Established the [Personal Finance Library](#) (May 2021)
 - Increased approvals of chapter surplus amounts to meet collegiate chapters' programing needs
 - Established virtual Collegiate Development Consultant (CDC) visits as an option for chapters facing financial challenges including budget restraints
 - Created a staff committee to explore the possibility of establishing a chapter assistance fund
- Develop ways to partner collegiate women with alumnae mentors early in their collegiate experiences
 - Established Collumnae Programming Think Tank (June 2020)
 - Introduced Anchored Connections, a mentoring program, to the membership (Summer 2021)
- Promote connection opportunities within alumnae Fraternity programming
 - Utilization of Facebook Live for virtual programs allowing for maximized member awareness and engagement (2020-2021)
 - Increased promotion of [Connected for Good](#) events in all newsletters as a dedicated section
 - Promotion of virtual programs via social media through a "This Month in DG" post and also dedicated posts per event
 - Established [Pen Pal Program](#) (Fall 2020)

- Hosted ritual centered events such as Founders Day Candle Lighting and Senior Recommitment Ceremony (Spring 2021)
- Hosted Alumnae Meet-Ups for all alumnae (2020-2021)
- Establishment of member Initiation anniversary emails (July 2021)
- Create pathways for those alumnae without the presence of a local group to connect
 - Continuation of [podcast series DG Talks](#)
 - Established virtual Fraternity Programming such as: Pen Pal Program and Alumnae Meet-Ups
 - Promotion of [Connected for Good](#) educational and connection events
 - Creation of virtual alumnae Facebook group
 - Establishment and continued support of special interest and affinity groups
 - Hosted Live Update for Fraternity-wide update (May 2021)
- Prioritize and improve technology around automation, security, training and communication
 - Increased utilization of automated email campaigns
 - Creation of [recruitment-focused microsite web resources](#) (Summer 2020)
 - Creation of [housing focused microsite web resources](#) for members and support systems (Summer 2021)
 - Purchase of virtual event registration and participation software, Cvent (June 2021)
 - Allocated resources budgeted to improve intuitive design and mobile friendliness of web page
 - Developed Anchorbase housing platform to develop reports for volunteers
 - Updated and enhanced the online recommendation form enabling ease of submission and immediate receipt to the chapter.
 - Completed Anchorbase chapter billing report
 - Established Anchorbase Honor Board processes and reports
 - Developed an online platform for Honor Board functions
 - Continued editing and updating eLearning modules for volunteer trainings
- Evaluate all requirements and data collected for its value and usage
 - Accomplished through iMIS transition as well as established staff policies
 - Confirmed all vendor contracts are evaluated by General Counsel for data use and increased security measures
 - Continued review of General Data Protection Regulation (GDPR) for Fraternity data
 - Completed a cyber-security consultation with insurance carrier (June 2021)
- Evaluate scholarship policies to increase support for members in poor standing
 - Encouraged mid-semester scholastic check-ins to evaluate progress and support models
 - Empowered chapter leadership to find opportunities for members to participate and stay conn
 - Revised the DG Scholarship Handbook (Summer 2021)



INITIATIVE #4

Partner with Delta Gamma's Communities: Enhance initiatives that create and promote positive partnerships

- Assess ways to engage with members' support systems
 - Continued welcome letter to collegians' support system (Fall 2020 & Spring 2021)
 - Promoted COVID-19 updates on the [Parents & Family webpage tab](#) (Summer & Fall 2020)
 - Explored alternate communication avenues to collegians' support systems with Collegiate Advisory Board (CAB) (Fall 2020)
 - Promote [focused housing microsite](#) to collegians' support networks (July 2021)
- Collaborate with collegiate chapters to understand their impact within their campus communities
 - Developed Regional Training Day (RTD) vice president: Panhellenic track to include impact awareness education (November 2020)
- Connect with other member organizations to strategize mutual/shared success
 - Increased participation in Fraternity Communications Association (FCA)
 - Increased connection with peer organizations for idea sharing such as: notable members page, social media community guidelines, contextualization efforts, diversity, equity and inclusion efforts, rebranding process
 - Increased relationships with other Graduway users to optimize member satisfaction (Spring 2021)
 - Invited Friends of the Anchor and other campus professionals to participate in The Champion Collective (June 2021)
 - Monthly participation in roundtable discussions with other headquarters staff/national office teams
 - Monthly participation in Fraternity Executives Association (FEA) roundtables and Executive Director Association (EDA) meeting for organization leadership
- Identify and increase communication to foster and optimize stakeholder relationships
 - Developed strategic, quarterly messaging to collegiate chapters' Fraternity/Sorority Advisers (FSA)
 - Sponsored speaker at National Association of Student Professional Association (NASPA)
 - Hired public relations firm to maintain, improve, and increase member relations (April 2021)
 - Facilitated 2021 Communications Survey for Leadership (April - May 2021)
 - Continue partnerships with National Panhellenic Conference (NPC) to understand communication strategies and best practices via data and assessment (June 2021)
- Evaluate campus professionals' perceptions on a continual basis and offer partnership
 - Increased strategic focus for Fraternity/Sorority Advisers (FSAs) quarterly newsletters
 - Created a feedback survey for Fraternity/Sorority Advisers (FSAs) newsletter (April 2021)



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- Continued requirement for Collegiate Development Consultants (CDC) to meet with campus professionals during virtual visits
- Formally shared collegiate chapters' status terms with campus professionals (Spring 2021)
- Inclusion and partnership with Diversity, Equity and Inclusion Advisory Commission members

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