

President's Pen

By

Gerow "Gerry" Brill

Since my last letter, both the Alpha Chi Rho Educational Foundation Trustees (Trustees) and the Alpha Chi Rho Council Directors (Directors) have had an active period of activity.

In September there was a joint meeting of the Trustees and the Directors. The goal of this meeting was review, where we are and where we need to be going. As a result, a business plan for the short and long term future of the total organization (Fraternity and Foundation) was developed. Brothers Turco and McGoeys assisted me in leading this discussion. It was a lively and productive session. While many topics were discussed, communication and relationships with and between the Graduate Brothers, Resident Brothers, Trustees and Directors was determined to be a key point of action. While finances are an ongoing challenge, the attendees agreed that finances, programs and service will follow with better communication and relationships between the various constituencies as described above.

Some of the detailed communication and relationship actions plans include: Use multi-media such as YouTube to get the Alpha Chi Rho story out; an emphasis on the concept of "Once a Crow, Always a Crow;" encourage Graduate Brother attendance at National events such as Conclave and LSI; the Foundation Trustees and Council have two joint meetings a year.

It was agreed by the Trustees and Directors that the organization needs to have a new website, one that would be useful and be used. (See more on this later.) Such a website upgrade was estimated at a cost of \$10,000. It was also agreed that there is a need to have regular distribution of the Garnet and White, especially tied in with the new website.

Prior to this April meeting, the Council had approved the requirement that Resident Chapters and Building Corporation and Graduate Chapters should use Omega Financial for their financial activity. This decision was made to assist chapters with their financial planning and to improve the accounts receivable for the National Office. This is an ongoing process, and it is too early to know or report the results of the decision. One of the prime reasons for using the Omega Financial organization is to assist Chapters and Building Corporations in complying with new IRS 990 regulations for non-profit organizations. Certain Chapters have requested that since they have a good financial record they be exempt from the Omega Financial requirement. This is being reviewed by the National Office and certain requirements will be determined for such an exemption.

The joint meeting in September was very beneficial, and I have only cited some of the highlights here.

The Fraternity's Council met on November 13, 2010. The most important result of this meeting was a challenge by Brother McGoeys. \$10,000 was raised from the members at the meeting and others to support the acquisition of a new website. I am pleased to report that we fully expect that it will be online by the date of the Conclave in January. I have attached a one page summary of the vision, mission, objectives, strategies and action plans of the Council. As you will see, the Council directors and the National Staff have a full plate. We welcome any assistance and support from Graduate and Resident Brother that they are able to provide it.

I encourage Graduate Brothers to attend the Conclave on January 21-22, 2011 and the 101st Convention in July at Pittsburgh.

If any Graduate Brother or Resident Brother would like to communicate anything to me,
please send me an e-mail at President@alphachirho.org.
Thank you for your support.

In the Bond,

Gerow “Gerry” Brill





vision

A vibrant, values-based national fraternity having 50 viable undergraduate and graduate chapters within 5 years.



mission

The mission of the National Council is to provide tools to foster communication, support, and a values-based organization (using the Landmarks) for our Brotherhood (membership).



objectives

- Have 90% of all chapters current financially with the national fraternity – within 2 years
- Develop strong active alumni at all levels – within 2 years
- Develop and maintain a effective means of communication to all constituencies
- Partner with the Foundation to encourage academic performance among chapters
- Facilitate program to help chapters meet expectations
- Develop revised ritual for presentation at 2015 convention
- Improve attendance at national sponsored events at all levels
- Expand to two new campuses each year



strategies

- Increase participation in Omega Financial to 100%
- Strengthen Council participation in Chapter Relations and Alumni Involvement
- Strengthen Staff -- especially with regard to expansion
- Strengthen financial structure of the Fraternity
- Have 90% of all chapters have a strong building corporation or graduate chapter -- within 3 years
- Launch new website to include content and inter-activeness among stakeholders
- Increase communication of National Council with Brotherhood using social networks
- Send out a postcard informing Brothers of Website Registration for G & W



action plans

- All enrolled in Omega Financial by deadline
- Academic Night implemented at Conclave in January 2011
- Each Council Member needs to cultivate a new member for Council
- Implement new Web page by January 2011
- Produce a Garnet & White issue per quarter
- Beta version of website to be reviewed by Council on or before Dec 7, 2010
- Council membership to visit Chapters in their area (2 Chapters before Conclave and call headquarters prior to visit)
- Create a prototype of a national bid card
- Develop a schedule for ritual revision
- Review proposal for event changes (Scott C., Shane, Brian S.)
- National President to communicate with Scholarship Officers RE ways to improve scholarship

