Strategic Plan

This strategic plan aims to ensure Phi Mu's relevance and future success by proactively adapting to an everchanging landscape, leveraging emerging opportunities and optimizing resources.

Strategic Area of Focus: Communicate Strategically to a Multigenerational Membership

Outcome: Phi Mu marketing and communications increase member affinity while adapting to trends that assure the organization's viability.

Goal A: Develop a comprehensive communications strategy that strives to inform stakeholders in an accurate, consistent and timely manner.

Goal B: Update the Phi Mu brand to effectively tell the Fraternity's story.

Goal C: Leverage technology to engage stakeholders throughout the organization.

Goal D: Provide staff and volunteers access to the most current data and relevant trends to inform their work across all Fraternity departments.

Strategic Area of Focus: Ensure Functional Organization Structure

Outcome: Phi Mu maximizes resources while maintaining relevance and evolving in order to meet organizational needs.

Goal A: Inform and empower staff to facilitate the priority work of Phi Mu.

Goal B: Evaluate the volunteer experience to ensure it supports the priority work of the Fraternity and provides meaningful opportunities for service.

Goal C: Focus resources on initiatives that offer the greatest return on investment (ROI).

Strategic Area of Focus: Member Recruitment, Retention and Engagement

Outcome: To secure Phi Mu's longevity, an exceptional member experience will be provided that attracts and retains members for a lifetime.

Goal A: Increase and maintain collegiate membership numbers through innovative recruitment initiatives.

Goal B: Develop and implement a comprehensive approach to increase collegiate member retention.

Goal C: Foster the affinity that alumnae members have for Phi Mu throughout their lifetime.