

STRATEGIC PLAN – REVENUE DRIVERS

UPDATE TO STRATEGIC PLAN – JULY 2024

Version 5 (revised Nov 30, 2024)



ALPHA KAPPA PSI

The Professional Business Fraternity

Strategic Planning

AKPsi Mission: To develop a diverse global community of courageous, principled business leaders with the capability to drive positive impact throughout their lifelong journey.

AKPsi Vision: To be recognized as the premier developer of principled business leaders.

Strategy - Mapping

Product Lines:

Supported by

Strategic Goals & Initiatives

Chapter Achievement Pathway

Building our Community

Establishing our Journey

Business Edge

Creating our Identity

Life Loyal v2

Building our Community
Creating our Identity

Howell + Wendroff Professional Center

Creating our Identity

Philanthropy

Audience AKPsi Collegiates

AKPsi Alumni
AKPsi Affiliates
AKPsi Partners & Sponsors

Product Line

Chapter Achievement Pathway:

Value Proposition: Provide consistent support for collegiate chapter planning and management

Products (Value Drivers):

- a. Chapter Business Plan (Budget template, Recruitment Plan, Planning Guides)
- b. Executive Committee Retreat
- c. Chapter Advisor (CA) Checklists & Collegiate Chapter Officer (CCO) Newsletter (monthly agendas)
- d. Volunteer Central/Volunteer Development Process
- e. Pathways
- f. CA/CCO training
- g. Knowledge Base

Audiences: AKPsi Collegiate Officers and Members

FY25 Strategic Initiatives

(a) Awards, Recognition, and Acknowledgement - Design comprehensive plan for defining and acknowledging excellence in chapter operations

(b) Membership and Pledging - Design multi-year solution to implement new member (collegiate) orientation process

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Business Edge

Value Proposition: Provide resources for growth in business leadership and career impact

Products (Value Drivers):

- a. Accelerate
- b. BE Pod
- c. BE Newsletter
- d. Certificate Courses
- e. Personal Inventory (e.g., Birkman)
- f. Elevate
- g. Communities of Practice

Audiences: AKPsi Members, Affiliates, Sponsors & Partners

Product Line

Business Edge:

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FY25 Strategic Initiatives

- (a) Communities of Practice - Design plan for developing communities of practice – on-line spaces for specific career paths for mentoring, recruiting, and Q/A.
- (b) Launch BusinessEdge Newsletter - Develop a plan for utilizing engagement metrics for monetization and/or adoption of other BusinessEdge products
- (c) Develop Affiliate program - Create a plan for marketing BE products as a "private membership" for non-AKPsi students and business professionals
- (d) Re-design members-only site - Sunsetting MyAKPsi and designing a login space that is easier to navigate and branded for BusinessEdge

Life Loyal v2

Value Proposition: Provide AKPsi Alumni with Engagement Opportunities (non-fundraising)

Products (Value Drivers):

- a. Diary
- b. Discounts on Merch/Programs
- c. Networking Opportunities
- d. Platform for dialogue and engagement with/content
- e. BusinessEdge content features
- f. CEO/ED Newsletters

Audiences: AKPsi Alumni Members (possibly Affiliates, Sponsors & Partners)

FY25 Strategic Initiatives

- (a) Develop product plan - Design a 'product stack' that provides value for alumni in exchange for their time/funding.
- (b) Create "Events Report," with summary and recommendations for boards for Convention, Pathways, Elevate, Accelerate, and/or other products

Product Line

Howell + Wendroff Professional Center

Value Proposition: Provide efficient option for meeting planning and management

Product (Value Drivers):

- a. Pathways hosting
- b. Volunteer Summit hosting
- c. Leasing for other

Audiences: AKPsi Members, Affiliates, Sponsors & Partners

FY25 Initiatives:

- (a) Develop marketing materials/packet for the venue
- (b) Complete the application process for re-zoning with the City of Noblesville
- (c) Initiate the funding schedule as agreed between the Foundation and the Fraternity
- (d) Complete the process for establishing the 501c2 and the accompanying agreements

Philanthropy

Value Proposition: Provide philanthropic opportunities for interested alumni and partners

Product (Value Drivers):

- a. Campaigns
- b. Stewardship (Impact)
- c. Recognition
- d. Connection between beneficiaries and benefactors

Audiences: AKPsi Alumni

FY25 Initiatives:

- (a) Develop benefit 'pitch' to potential sponsors
- (b) Develop target list of potential sponsors
- (c) Develop & Implement comprehensive plan for Annual Fund giving
- (d) Develop 3-year plan for mini campaigns across the capital campaign and annual fund (e.g., Society 76)

Infrastructure & Planning

Areas supporting strategy and operations:

Accounting: Financial Mgmt, Audit, IRS reporting

Legal: Conduct, Corporate Structure

Governance: Convention, Officer Elections, Document Retention

Strategy: Planning, Goal Setting, Resource Allocation

Technology: Salesforce Database, Applications

Operations: AKPsi (and related) websites, AKPsi (and related) social media, the Diary

Next Steps:

Revenue Model: Projections for Collegiate, Alumni, Donations, and Affiliate programs/dues

Roadmaps: Develop 3-year strategy roadmap (through FY27)

Dashboard: Reporting on Key Metrics tied to the operational and strategic goals