

BLUEPRINT 2.0

We have extended the Fraternity's strategic plan through the end of the 2024–26 Biennium and will devote our human and financial resources to the following key areas through the end of the 2025 calendar year in the order in which they are listed due to their importance to the achievement of our short- and long-term goals.

collegiate member retention

KAPPA IS NOT ONE SIZE FITS ALL

When we welcome new members to Kappa with open arms, we want them to remain with us throughout their college experience. There is an impending enrollment cliff on campuses and our ability to retain our members is critical to the future of Kappa and Greek life. We will:

- Ensure flexibility in programs, expectations and structures to best serve our members.
- Meet members where they are and provide the experience they are looking for.
- Continually collect data and member feedback to ensure our work is hitting the mark.

alumna engagement

I AM A KAPPA

For our alumnae, it's important to shift from the mindset of "I was a Kappa" to "I am a Kappa." Our sisterhood is for a lifetime, and we must remain relevant to our members at every age and stage of their lives. Let's:

- Ignite interest in self-development through programming and educational opportunities.
- Create moments for connection — both in person and virtually.
- Coordinate volunteer and staff efforts to develop initiatives for re-engaging disconnected alumnae.

workforce management

STRENGTHENING TEAM KAPPA

We need the very best in volunteer and staff leadership to complete the work of Kappa, support our mission, and keep us moving forward. How we get there:

- Ensure our volunteer positions are manageable.
- Create a deeper and wider pool of potential candidates.
- Attract and retain the most qualified professionals.
- Grow and mentor our pipeline of volunteers from all stages of membership.
- Invest in local volunteers, recognizing the critical role they play in our successes.

diversity, equity and inclusion

STRIVING FOR INCLUSIVITY

At the 2022 Convention, the membership voted to create a diversity, equity and inclusion (DEI) content area. There is still work to be done and this transformational change will keep DEI at the forefront.

- We continue to honor human dignity and foster diversity by educating and encouraging members to celebrate differences and appreciate the worth of all individuals.
- It remains an important part of each conversation and decision as we move forward.

operations

ALL OPERATIONS SUPPORT THE STRATEGIC FRAMEWORK

Every function of running the day-to-day business of a multimillion-dollar organization ultimately supports the strategic framework and Kappa's roadmap for the future. As we focus on remaining nimble, adaptable and authentic, we are ensuring our success for years to come. We will:

- Continue work on a digital transformation with the goal of meeting our members where they are.
- Make data-informed decisions while prioritizing connections with face-to-face and virtual opportunities.
- Retain and recruit a professional staff to support all three entities: the Fraternity, the Foundation, and the Fraternity Housing Corporation.



Kappa Kappa Gamma

dream boldly. live fully.