

**<Insert Semester and Year>**

**<Insert Pledge Class >**

**Future Planning Project**

<Insert Pledge Class >,

Herein you will find your new pledge assignment. Please read the following carefully and in its entirety. Failure to follow all of the instructions will hinder your successful completion of the assignment.

As future brothers of Alpha Kappa Psi - Business Fraternity, the brothers of the Beta Iota Chapter are interested in knowing what your vision for the future of our chapter is 5 years from today. On <Insert Date>, be ready to present as a group on ‘Envisioning the Future of Alpha Kappa Psi: Beta Iota Chapter Through the <Insert Pledge Class> Lens’. Here are the key issues that you must consider:

* What would be the mission statement of the Beta Iota Chapter in 2017?
* What would be the Beta Iota’s positioning strategy vis-à-vis (in relation to) other organizations on campus?
* Re-structure the Executive Board (E-Board). You may create new positions, remove old ones or re-name current positions.  The choice is yours. You must clearly define the roles and responsibilities of the new E-Board officers.
* The next step is to alter the current committee structure already in place. Again, you can create new committees; remove old ones, re-name them, etc. Again, clearly define the roles and responsibilities of the committees and their directors.
* Evaluate the roles and responsibilities of the different Chair positions that are currently in place in the chapter. Which ones would you keep? Are you looking to add more? Re-name as you wish. Clearly define the roles and responsibilities once again.
* Create an organizational hierarchy chart that highlights the chain of command and communication in the chapter.
* What are some new projects or ventures that you think the Beta Iota chapter would be exploring in the future?
* What are some of the current activities that the Beta Iota engages in that you would like to keep? How would ensure that such activities will generate high returns for the chapter in the future?
* Provide an average profile of a brother of the Beta Iota Chapter in 2017.
* How would you improve the recruitment process of brothers into the Beta Iota Chapter?
* How would you improve the retention rates and motivation of initiated brothers in the chapter?
* How would you expand the chapter’s professional network?
* Each one of you must then pick a position or committee in Beta Iota 2017 and explain why you chose it. Do not hesitate to be ambitious with your selection.
* Each one of you must present.
* You may use any presentation software and other visual aids as you please.

Put your futurist thinking hats on and get creative with this project. There are a lot of issues to address, so keep it concise and to the point. This presentation will test your ability to strategically plan for the future as well as test your knowledge of the chapter’s current activities.

You will be presenting during the Brotherhood’s general meeting on <Insert Date and Time>. You will have <Insert Time Limit> to present.

If you have any questions, please direct them to myself or <Insert Pledge Master’s Name>.

Remember: The above are minimum requirements, as always, we encourage you to go above and beyond.

Sincerely,

<Insert VPM’s Name>

Vice President of Membership

Alpha Kappa Psi – Beta Iota Chapter