



## STRATEGIC PLAN

### 2015-2016 BROTHER 2 BROTHER GOALS & RESPONSIBILITIES AREAS

#### MISSION

Brother 2 Brother is a dynamic organization established specifically to assist our participants to excel academically, socially, culturally, professionally, and in the community. B2B is primarily comprised of male students who strive for academic excellence and make a commitment to plan and implement programs that benefit their community at large. We encourage our participants to embrace leadership by being positive examples for each other through a strong commitment to academic achievement, brotherhood, and community service.

#### VISION OF BROTHER 2 BROTHER

We as men who attend Central Washington University strive for success academically and professionally.

#### CORE VALUES

- **Accountability:** Responsibility to someone or some activity.
- **Proactive Leadership:** The essence of being proactive vs reactive as leaders. We need some "right now" leaders who are about the business of taking care of business.
- **Self-Discipline:** Learning to take responsibility for controlling your own self and conduct.
- **Intellectual Development:** Conditioning your brain to be more and more capable of understanding, analyzing, and evaluating concepts to help you makes sense of the world around you.

## CORE THEMES

**Goal 1: To enhance the enrollment and persistence (retention) rates of our members and other Central Washington University students who join Brother 2 Brother.**

**Objective 1:** Assist the Office of Admissions/Enrollment Management in outreach and the recruitment of high school and middle school students for college

**Strategy 1:** Participate in outreach efforts coordinated by the Admissions Office (e.g., presentations, campus tours, social media, Admissions Open House) (PR/Membership Chair)

**Strategy 2:** Recognizing high school and middle school students who have excelled academically.

**Strategy 3:** Participate in 1<sup>st</sup> year orientations annually by tabling and participating during the event, and host a workshop for the First Six Weeks program. (PR/Membership Chair)

**Objective 2:** Develop and implement programs that help maintain connections with all B2B members and establish a brotherhood.

**Strategy 1:** Hold monthly General Body meetings each month for B2B members on topics relevant to men of color. (All Committee Chairs; 1-2 programs from each committee)

**Strategy 2:** Host a “Welcome Back” reception for B2B members in spring 2016

**Strategy 3:** Host regular fun social gatherings for members of all ages on weekends. (Spiritual/Social Development Chair)

**Objective 3:** Improve the visibility of Brother 2 Brother to Central Washington University and the Ellensburg community.

**Strategy 1:** Establish and maintain a website with information on B2B meetings and events, meeting constitution and minutes, and all forms required for students to register as members. (IT Officer)

**Strategy 2:** Operate an email address for B2B CWU hosted on CWU information technology services. (IT Officer)

**Strategy 3:** Promote B2B on all social media accounts. Creating an event specific hashtag or using personal accounts to post pictures of events using ‘#b2bcwu’. (All Members/B2B Leaders/PR Membership committee)

**Strategy 4:** Table regularly in the SURC to promote upcoming events and general meetings/membership. (PR/Membership Chair and All B2B Leaders)

**Strategy 5:** Schedule weekly posts using Hoot Suite to promote meetings. (PR/Membership Chair)

**Strategy 6:** Interact with other university and student clubs and organizations (especially S.I.S.T.E.R.S!) affiliated social media accounts by sharing and retweeting posts of events. (PR/Membership Chair)

**Strategy 7:** Volunteer at the Fish Food Bank, Elmview (Meals on Wheels), Habitat for Humanity, etc. (Community Service/Service Learning Chair)

**Strategy 8:** Host a speaker's and performer's series for the campus and Ellensburg community to enjoy and participate in.

**Goal 2: To enhance our academic performance with a goal of graduating all Brother 2 Brother members.**

**Objective 1:** Set specific academic goals for all B2B members.

**Strategy 1:** Provide weekly Study Sessions (required).

**Strategy 2:** Offer workshops on study skills (Academic Development Chair) and time management (Personal Development Chair).

**Strategy 3:** Offer workshops on how to plan for one's career or graduate school admission. (Academic Development Chair)

**Strategy 4:** Hold a recognition/awards ceremony for members who improve their academic performance (GPA). (Academic Development Chair)

**Strategy 5:** Set an "all-chapter" academic goal (GPA) of at least a 3.0 and monitor each member's progress towards the goal. (Academic Development Chair)

**Strategy 6:** Provide extra help for struggling members, such as individual help and asking all members how classes are going on a regular basis. (All B2B Members)

**Goal 3: To enhance the image of our members as positive and active participants on campus and contributing citizens in the larger community.**

**Objective 1:** For each B2B member, to project a positive self-image that is professional and confident.

**Strategy 1:** Provide workshops on presentational speaking. (Personal Development Chair)

**Strategy 2:** Identify one community service/service learning project for the chapter. (Community Service/Service Learning Chair)

**Strategy 3:** Wear B2B attire regularly during B2B sponsored events, including every Thursday (B2B Dress-up Day). (All B2B Leaders)

**Strategy 4:** Hosting and collaborating with the Center for Leadership and Community Engagement and the Center for Diversity and Social Justice to raise awareness for global, national, and campus issues.

**Strategy 5:** Establish a foundation account through Central Washington University with the purpose of creating a scholarship fund for students in need.

**Goal 4: To promote and encourage student, faculty, staff and administration engagement on campus and within the larger community.**

**Objective 1:** Establish and strengthen our relationships with members of the Ellensburg community.

**Strategy 1:** Get to know key faculty and campus administrators by visiting with them on a regular basis. (All B2B Leaders)

**Strategy 2:** Participate regularly in city engagement opportunities alongside the ASCWU Student Government office of the President and VP of Equity and Community Affairs. (Community Service/Service Learning Chair)

**Goal 5: To bring all B2B members to the SAAB National conference 2016.**

**Objective 1:** Establish a diverse and effective fundraising strategy that encourages all members to participate.

**Strategy 1:** Utilize normal chapter activities to secure sponsors to provide support for conference attendance. Contacting local companies, organizations and churches to request their sponsorship.

**Strategy 2:** Arrange various fundraising events, such as holding a car wash drive, raffle for prizes, or sell donated baked goods and other items to raise dollars.

**Strategy 3:** Establishing a Crowd funding web page for our chapter.

**"I AM MY BROTHER'S KEEPER, AND TOGETHER WE WILL RISE!"**