



Delta Gamma Fraternity Strategic Plan

2023-24

Our shared practical vision includes joyful, impactful and fulfilling experiences; a culture that champions authenticity; agile practices advancing diversity and inclusion; an experience anchored in member needs and aspirations; innovative and responsible revenue streams; and a brand known for changing lives and communities.

The three strategic directions for 2023-24 are cultivating authentic sisterhood, realizing our future and ensuring relevance, with each having specific action arenas.

CULTIVATING AUTHENTIC SISTERHOOD

COMMITTING TO
ACCOUNTABILITY

ENCOURAGING
BOLD ACTION

FOSTERING BRAVE
CONNECTIONS

CONNECTING
GENERATIONS

REALIZING OUR FUTURE

EXECUTING A COMPREHENSIVE
COMMUNICATIONS PLAN

ADVANCING OUR VISION

SETTING & ALIGNING
PRIORITIES

ENSURING RELEVANCE

MAXIMIZING DATA USAGE

EMBRACING EXCELLENCE
& RELEASING PERFECTION

Action Arena Key: Priority Level One Priority Level Two Priority Level Three