



Alpha Delta Pi

BE THE FIRST

The background features a dark blue, textured illustration of a large university building with a prominent clock tower. A large, light blue circle with a white geometric pattern is positioned in the lower-left foreground. A trail of small white and blue dots curves from the left side of the circle towards the right, passing behind the building illustration.

STRATEGIC INITIATIVES

2023-2024



Founded on May 15, 1851,
Alpha Delta Pi is the
oldest secret society for
college women in the world.
Established at Wesleyan College
in Macon, Georgia, the first
college chartered to grant
degrees to women in the world,
the story of Alpha Delta Pi is a
remarkable one.

OUR VISION

A sisterhood dedicated to lifelong
personal growth and friendship.

OUR MISSION

To provide women with a meaningful
lifelong member experience that
empowers them to reach their full
potential through leadership, educational,
philanthropic, and social opportunities.



Grand Council—in partnership with Executive Office staff and the Strategic Leadership Team—reviewed the progress of key elements from the previous plan, completed a SWOT analysis of current programs and efforts, and evaluated their current status to determine these updated initiatives to guide this biennium.

UPDATING THE PLAN

These updates serve as an extension of the meaningful work already in progress while aligning key elements with current organizational needs. To help strategize and guide our work, the following components of the updated plan provide structure for each initiative.

- **Areas of focus** have been established to highlight the key elements of the plan. Each of these areas encompasses the needs of our sisterhood and their impact on our collegians, volunteers, alumnae, and staff.
- **Goals** have been identified in each area to offer specific opportunities to invest time and resources in order to move the strategic plan forward.
- **Action Items** will be updated and outlined throughout the biennium to provide structure as we work toward achieving progress on each goal.

Our top priority is to ensure each of the strategic initiatives aligns with the values inherent to Alpha Delta Pi. Each goal, while critical to organization success, remains flexible in its implementation to keep the overall success of the organization at the forefront.



The 2022-2024 Grand Council has identified the following areas of focus to guide strategic planning for Alpha Delta Pi this biennium and beyond. Each of these areas—along with key goals and intentional action items—will inform all decision making and ensure alignment with Alpha Delta Pi's mission. Key organization stakeholders will work in close partnership with Grand Council and Executive Office staff to ensure ongoing success and progress.

STRATEGIC INITIATIVES FOR 2023-2024

**Strengthen
Collegiate
Membership
Experience**

**Enhance
Alumnae
Engagement**

**Invest in
Sorority
Operations &
Partnerships**

**Foster a
Sense of
Belonging in
ADPi**



Strengthen Collegiate Membership Experience

We believe . . .
that by listening to the needs and wants of our collegiate members we can offer a membership experience that meets our collegians where they are today and prepares them for the future by offering an experience that is valuable, relevant, and meaningful.

Strengthen Collegiate Membership Experience

GOAL 1: Improve engagement and experience in membership during the first year to second year transition.

GOAL 2: Ensure chapter leadership (officers and advisors) are equipped to succeed in their positions.

GOAL 3: Focus on high priority chapters.



Enhance Alumnae Engagement

We believe . . .
that our alumnae
members are the
lifelong thread of our
organization and an
enhanced focus on
their engagement and
experience will increase
the overall health of
Alpha Delta Pi.

Enhance Alumnae Engagement

**GOAL 1: Strengthen our young
alumnae pipeline.**

**GOAL 2: Grow alumnae
membership engagement.**

**GOAL 3: Increase the number of
dues paying alumnae.**



Invest in Sorority Operations & Partnerships

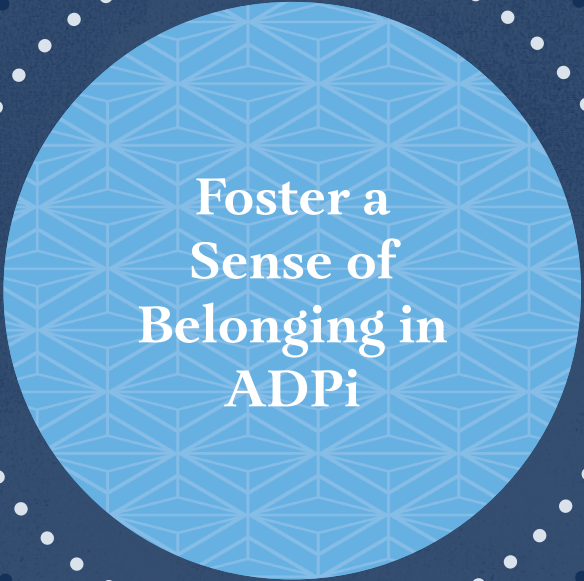
We believe . . .
that a strong partnership
between our staff and
volunteers is vital to our
on-going organizational
success, and by focusing
and streamlining our
efforts, we can increase
our brand promise and
increase operational
revenue.

Invest in Sorority Operations & Partnerships

**GOAL 1: Improve ADPi housing
and facility experience.**

**GOAL 2: Strengthen organization
operations and member
support needs.**

**GOAL 3: Grow partnerships with
vendors and competitive
brands to increase
recurring operational
revenue opportunities.**



Foster a Sense of Belonging in ADPi

We believe . . .
that building a
stronger sisterhood
requires intentional
programmatic and skill-
building experiences that
promote inclusion and
belonging to empower
our members to be their
most authentic selves.

Foster a Sense of Belonging in ADPi

**GOAL 1: Address sorority
affordability and equitable
membership access.**

**GOAL 2: Enhance resources and
initiatives that promote
a sense of inclusion and
belonging.**

**GOAL 3: Conduct an organization-
wide DEIB audit.**



In looking to the near and distant future, Grand Council wants Alpha Delta Pi to be positioned as a healthy, thriving organization. Our work and human/financial investments in the short term will be executed with these goals in mind.

GOALS FOR THE FUTURE

In the next 2-100 years, Alpha Delta Pi will be...

- A leader in providing a relevant experience for our members at all phases of life
- A thriving organization that empowers women to make an investment in themselves and in their communities
- Long-term financially viable with an ability to make capital and operational investments
- Defined by healthy organizational entities (collegiate chapters, house corporations, alumnae associations) and partnerships (host institutions and external stakeholders)
- An organization with 500k+ engaged alumnae
- An inclusive space for members and potential members that embraces the diversity of identities and perspectives
- A continuous stream of members and other partnerships
- Continuing collaborative engagement and alignment between all Alpha Delta Pi entities, including the Sorority, International House Corporation, Foundation, and ADPi Properties
- One global ADPi focus with ability for localization—ongoing sharing of best practices and lessons learned
- A recognizable global brand and identity
- Continuing to plan and execute for long-term growth by identifying trends and leveraging continuous innovation and orientation to change



Alpha Delta Pi's first structured **Strategic Plan** was developed and shared with the membership in 1998. The four priority areas of Membership, Leadership, Organization, and Sisterhood contained objectives and prioritized strategies to lead the Sorority into its 150th anniversary in 2001.

IMPLEMENTATION

A strategic plan is only as strong as the partnerships in place to support its success. With that in mind, each element of the plan will be overseen by key stakeholders which includes a combination of Executive Office staff, International Officers, and local volunteers. Members of Grand Council will serve as Executive Sponsors to provide strategic partnership as needed throughout the process.

An internal review timeline has been established to measure action items and goal completion. Along the way, Grand Council will provide updates on progress made and any newly identified opportunities that emerge as part of this process.



**Wesleyan College as it looked after additions
were made in the early 1880s**

The first college in the world chartered to grant degrees to women, Wesleyan College was originally chartered by the Georgia legislature in 1836 as the Georgia Female College. A committee including Bishop James O. Andrew, father of future Adelphean founder Octavia Andrew, and Lovick Pierce, grandfather of founder Ella Pierce, began work on the college's development. On the morning of January 13, 1836, when the Georgia Conference meeting was held in Macon, attendees voted unanimously to accept the Georgia Female College.

From its earliest days, Wesleyan's history has been intertwined with Alpha Delta Pi's. Wesleyan's first president was George Foster Pierce, father of founder Ella Pierce. His best friend, James E. Evans, father of founder Mary Evans, served on the Board of Trustees for more than forty years. The ranking member of the original Board of Trustees was Bishop James Osgood Andrew, father of founder Octavia Andrew, and Lovick Pierce, Ella's grandfather, was a long-time Trustee and ardent supporter and fundraiser. Edward Myers, who helped the founders write the first Constitution, and Osborne Smith, who suggested the name Adelphean to Eugenia, would both later serve Wesleyan as presidents.