

Omega Psi Phi Fraternity, Inc. International Strategic Plan 2025-2030



Ricky Lewis, 42nd Grand Basileus Omega Psi Phi Fraternity, Inc

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2025 – 2030 International Strategic Plan

Grand Basileus Foreword

Brothers of Omega Psi Phi Fraternity, Inc.,

It is with great enthusiasm and deep respect for the work that you do for Omega Psi Phi Fraternity, Inc., that I present to you our fraternity's International Strategic Plan (ISP). As we reflect on the rich history, Cardinal Principles, and values that have shaped our fraternity, we must also look towards the future, knowing that each step we take today defines the legacy we leave those who come behind us.


This strategic plan is the result of thoughtful reflection, hard work, and the dedication of both our current members and those who have gone before us. It provides a roadmap that will allow us to build upon our strengths, address areas of growth, and position ourselves as leaders amongst fraternal organizations across our country. It is a call to action. It asks each of us to re-commit to the Cardinal Principles that unite us, to embrace our roles as leaders both within and beyond our fraternity, and to ensure that we leave a lasting impact on the communities we serve.

As you read through this strategic plan, I encourage you to reflect on the role you can play in its execution. Whether you are a graduate or undergraduate brother, your contribution is vital. This plan is not just a document for our leadership, but for every brother who believes in the promise of the Omega Psi Phi Fraternity, Inc. It is a call to action—a collective commitment to better ourselves, support each other, and ensure that our fraternity thrives in the years ahead.

I encourage each of you to read this plan with care, to embrace the vision it outlines, and to contribute your time, talent, and passion to its success. Omega Psi Phi Fraternity, Inc. has always been defined by those willing to lead with courage, professionalism and motivation and now is the time for each of us to step forward to secure our place in history for future years.

Together, let's go make it happen.

Faternally,


Ricky Lewis
42nd Grand Basileus
Omega Psi Phi Fraternity, Inc.

Bishop Edgar A. Love

In November 1961, at the 50th anniversary celebration of the founding of the Omega Psi Phi Fraternity, Inc. one of its founders, Bro. Dr. Edgar A. Love, included in his speech at the White House Inn, Washington DC, the following words:

“Let me also say a word regarding the Founders, each one of whom went to the top of his profession. Dr. Ernest Everett Just was one of the greatest Biologist that America has ever produced, Dr Frank Coleman retired as the head of the Department of Physics at Howard University, Dr. Oscar J. Cooper is an eminent and successful Physician in Philadelphia, and your speaker is a Bishop in the Methodist church, the highest office within the gift of the church. Let me also say just a word regarding my hopes for the future. I want Omega to be a shining light among all the fraternities among us. I want that we shall not lose the ideals; and a man ought always have his ideals so high; for a man’s reach ought to exceed his grasp, for what’s ahead of him. The idea is to lift us, as we look towards them and try to make them real in our community. I don’t want Omega to lose the ideals established by the Founders and carried on through more than 50 years to date.”

Clearly, these words spoken by Bro. Bishop Edgar A. Love reflect the importance of developing and maintaining a viable and working strategic plan for our fraternity.

Executive Summary

Immediately following the 83rd Grand Conclave in Charlotte, NC, Brother Grand Basileus Ricky Lewis reached out to a few Omega Brothers to take an in-depth look at the fraternity’s current strategic plan. Brothers Abe Turner (Epsilon Omega, 6th District) and Eric Lewis (Pi Phi, 6th District), both respected as expert senior strategic planners, volunteered to assist our fraternity with this monumental task. Their initial assessment was that we have a good current strategic plan and it needed to be modified and extended into future years. Additionally, our fraternity should extend its strategic goals and objectives beyond the boundaries of our current strategic plan to remain at the forefront of dynamic changes in technology, business, politics, and community well-being. **The International Strategic Plan (ISP) must highlight the significant roles played by undergraduate members in shaping the future of our fraternity and ensure that they participate in the planning and implementation of this plan.** Bro Turner and Bro Lewis recommended to Grand Basileus Ricky Lewis that the fraternity build a modified International Strategic Plan that will take the fraternity out to the year 2030 with a keen focus on executing an action plan that will clearly delineate how well our goals and objectives are being accomplished. The International Strategic Plan and International Strategic Action Plan (ISAP) that follows reflect the collective work of the executive team of the Omega Psi Phi Fraternity, Inc.

Like the original plan, the modified strategic plan is organized around the original four “priority areas”: Membership, Leadership and Management, Strengthen Brand, and Finances, with the addition of a new priority: Crisis Management. Henceforth, the modified strategic plan will refer to these priority areas as “Strategic Goals. Each Strategic goal will have a series of objectives and strategies/actions/tasks. In total, the plan includes 15 objectives and 86 strategies. The action plan, which accompanies the strategic plan as an annex, is built to answer the questions: who, what, when, and how well the objectives and strategies are being executed.

This modified strategic plan begins with a fresh look at our fraternity’s Vision, Mission, and Core Values. These are critical building blocks upon which the goals and objectives are built to ensure success of the organization. Below are a revised vision statement, a revised mission statement, and revised core values.

Vision

Enhance the national and international presence of Omega Psi Phi Fraternity, Inc. by making a positive impact on our society in the political, economic, and social communities.

Mission

The Omega Psi Phi Fraternity, Inc. will enhance the quality of life of individuals, families, and communities through:

- Execution of its mandated programs
- Participation in the political process
- Enhancement of financial structures for communities
- Strong educational programs for our brothers and our youth
- Elimination of barriers to opportunities of success

Cardinal Principles - Our Cardinal Principles are directly linked to the following Core Values:

-Manhood	➡	(Fatherhood/Mentorship/Transparency)
-Scholarship	➡	(Education, Continuous Improvement)
-Perseverance	➡	(Integrity, Personal Courage, Commitment)
-Uplift	➡	(Stewardship, Retention and Reclamation)

Strategic Goals

The strategic goals of this modified strategic plan are strong goals that reinforce the ideals of Omega Psi Phi Fraternity, Inc. These goals represent a strong commitment to maintain and grow our fraternity in a constantly changing world that is impacted daily by new technologies, politics, and world affairs. The strategic goals are listed below:

Membership

- Membership Experience – Engage and retain members through an enhanced, sustaining, and relevant membership growth and development experience that promotes our values and aligns with our cardinal principles.

Leadership and Management

- Leadership and Management – Strengthen our leaders and cultivate new ones; strengthen management and governance efficiency, effectiveness, and transparency at all levels.

Strengthen Brand

- Enhance Fraternity Image and Brand reputation through effective communication, strategic partnerships, marketing, and public relation strategies. Demonstrate a significant investment in charitable service and giving.

Finance

- Continue to improve the financial strength and sustainability of the Fraternity.

Crisis Management - (Preparedness, Response, Recovery)

- Anticipate the needs and challenges of our fraternity and our community so that we are prepared to respond effectively in times of adversity and turn the challenges into opportunities.

Responsibilities

The action plan shows primary committee(s) or person(s) responsibilities. The responsible committee must now take the “who”, “what”, and “when” of the action plan and add to it the “how”.

The action plan highlights the start-up date of each objective; now the committee responsible for that objective must conduct its own analysis of the actions and the resources needed to accomplish each objective. The committee and the project lead should also determine the best possible completion date for each objective.

Responsible committee chairs are accountable for developing, updating, and presenting reports to the 1st Vice Grand Basileus, Bro. Mark E. Jackson Sr. at regularly scheduled committee meetings.

Assessments

The strategic plan’s action plan is the vehicle used to monitor the impact, the results, and how well the plan is being executed by the primary person responsible.

Responsible committee chairs will have the requirement to report on their progress with the strategic plan at each national-level meeting.

Outgoing Supreme Council members will review the International Strategic Plan with the incoming Supreme Council as part of the fraternity’s transition plan.

The objectives that correlate to each established goal of the strategic plan are listed in the “action plan” below. They are the actions/activities that must be accomplished to ensure achievement of the goals.

Action Plan (Who, what, When) -- The action plan depicted below delineates what is to be done, who should do it, and how it will be measured for success. The action plan puts the strategic plan into motion and with the monitoring of the success measurements listed as a part of the chart, success of the over-all plan becomes a certainty.

Status Update Column Key:

On Track	Needs Attention	Significant Problem	Completed
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Green – On Track, will complete as planned; Yellow – Needs Attention, planned delivery at risk; Red – Significant Problem, will miss planned delivery; Purple - Completed

Objectives Established (Column One of Action Plan)

Objectives are established to meet the standards as specified by the following criteria: **S** – Specific, **M** -- Measurable, **A** – Achievable, **R** – Realistic and **T** – Timely. The acronym “**S.M.A.R.T**” is used to describe our objectives, and with each of them the committee should measure progress against the “**S.M.A.R.T**” standard for viability.

Each goal has been refined and tailored to align with the “**S.M.A.R.T**” objectives within the strategic plan:

- **Specific:** target a specific area for improvement.
- **Measurable:** quantify or at least suggest an indicator of progress.
- **Attainable:** the goal should be possible to attain, not an impossible one.
- **Relevant:** state whether the goals are relevant and in sync with the overall strategic objective.
- **Time-bound:** specify the time (deadline) when to achieve the result(s).

Omega Psi Phi Fraternity, Inc.: 2025-2030 International Strategic Action Plan (ISAP)

STRATEGIC GOAL 1 – MEMBERSHIP

Goals, Objectives, and Strategies

Goal 1: Membership experience – Engage and retain members through an enhanced, sustaining, and relevant membership growth and development experience that promotes our values and aligns with our cardinal principles –		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
Objective 1: Establish a process for reclaiming (10,000 by 2030) non-financial members.	Strategy 1.1: Promoting a greater awareness of reclamation program through more frequent communication from International Reclamation and Retention Committee (IRRC) to local chapters	IRRC	Process Established Number of Reclaimed members is greater than or equal to 10,000 members	FY 2024 - 2025	2025-2030	
	Strategy 1.2: Asking all financial members to reclaim at a minimum one member per year	IRRC DRs	Number of Financial Brothers Doubled	Annual District Meetings	2025-2030	
	Strategy 1.3: Each chapter to update its non-financial member data base to obtain updated contact	IRRC DRs	90% Accurate Database of Unfinancial Brothers	Annual District Meetings	2025-2030	On Track

	information which is used to contact those members and encourage them to get financial and active					
	Strategy 1.4: Use technology tools to streamline the payment process for reclamation/retention	IT GKRS	Online Payment Process Streamlined	FY 2024-2025	2025-2030	On Track
Objective 2: Achieve 90 percent retention of existing members from the previous year.	Strategy 2.1: Establish consistent and frequent local chapter communication with Brothers (during the year) geared towards increasing individual recognition (birthdays, anniversaries, promotions, child births, higher learning degrees, etc.)	IRRC DRs	90% Retention Rates	Annual District Meetings	2025-2030	On Track
	Strategy 2.2: Solicit Brothers' thoughts, ideas, and ways to promote staying actively involved with Omega	IHQ DRs	Repository of Ideas Established	Annual District Meetings	2025-2030	

	<i>Strategy 2.3:</i> Complete an annual survey (resource guide) evaluating the year's activities,	<i>IHQ IRRC</i>	<i>Resource Guide Established</i>	<i>Annual District Meetings</i>	<i>2025-2030</i>	
	<i>Strategy 2.4:</i> Host (chapter retreat and/or planning sessions) where members can express concerns and openly discuss issues that drive them away from the fraternity	<i>DRs</i>	<i>Retreat Planning sessions conducted</i>	<i>Annual District Meetings</i>	<i>2025-2030</i>	<i>Completed</i>
	<i>Strategy 2.5:</i> Conduct spiritual, physical, and mental health initiatives to support health and wellness of members	<i>DRs, Grand Chaplain</i>	<i>Sessions conducted annually at Grand Conclaves, District Meetings, or Leadership Conferences</i>	<i>Annual District Meetings/ Grand Conclaves/ Leadership Conferences</i>	<i>2025-2030</i>	<i>On Track</i>

Objective 3: Establish a sustainable reclamation and retention plan	Strategy 3.1: Review reclamation and retention plan established, outlined, and detailed in the resource guide located on the Fraternity's website. The basic strategy incorporates a variety of written and visual communication methods and strategies and involves a consistent level of ongoing member support and participation in Omega activities, communication, and community interaction. This plan further incorporates incentives that are rewarded to members/chapters/districts who continually organize, promote, and participate in brotherhood and fraternal activities, programs, and initiatives	IRRC	Reclamation and Retention Plan Established	Annual District Meetings	2025-2030	On Track
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	Strategy 3.2: Reward members, districts, and chapters (financially and through public recognition) for their ongoing and sustained efforts to ensure that members remain financial and are reclaimed timely	IRRC DRs	Rewards Issued and Brothers Recognized	Annual District Meetings	2025-2030	On Track
	Strategy 3.3: Establish an International Reclamation and Retention “Motto & Campaign”	IRRC DRs	Motto and Campaign Established	Annual District Meetings	2025-2030	Completed
Objective 4: Create a Reclamation/Retention Resource Reference Guide and provide assistance with reclaiming and retaining members.	Strategy 4.1: Create and continually update and enhance the Reclamation/Retention Resource Guide to be placed on the fraternity website	IRRC IT	Resource Guide uploaded to Fraternity Website	Annual District Meetings	2025-2030	On Track
Objective 5: Attract new members with the desired talents and skills to strengthen Omega Psi Phi Fraternity, Inc.	Strategy 5.1: Establish a comprehensive Graduate and Undergraduate Chapter Re-Activation Plan	IHQ MSPU DRs	Chapter Re- Activation Plan	Annual District Meetings	2025-2030	

	<i>Strategy 5.2:</i> Establish a comprehensive Graduate and Undergraduate Chapter Expansion Plan	<i>IHQ MSPU DRs</i>	<i>International Chapter Expansion Plan</i>	<i>Annual District Meetings</i>	<i>2025-2030</i>	
	<i>Strategy 5.3:</i> Assess and establish reasonable targets to increase fraternity membership via the Membership Selection Process Unit (MSPU)	<i>IHQ MSPU DRs</i>	<i>Targets Established</i>	<i>Annual District Meetings</i>	<i>2025-2030</i>	
	<i>Strategy 5.4:</i> Review and evaluate the Membership Selection Process Unit (MSPU).	<i>IHQ MSPU DRs</i>	<i>Evaluation Tool Established</i>	<i>Annual District Meetings</i>	<i>2025-2030</i>	
<i>Objective 6:</i> Enhance financial member's professional development and engagement in meaningful fraternal activities	<i>Strategy 6.1:</i> Establish best practices for incentivizing Brother's participation in fraternal activities	<i>IHQ DRs</i>	<i>Publish Best Practices</i>	<i>Annual District Meetings</i>	<i>2025-2030</i>	<i>On Track</i>

	Strategy 6.2: Research and develop one international leadership development initiative that will be ready for implementation by Q1 of FY25-26	IHQ DRs	Leadership Development Initiative Established	Annual District Meetings	2025-2030	
	Strategy 6.3: Identify and create at least 2 innovative International Networking/Fellowship activities that will be implemented during international meetings and replicated at District Meetings - FY 25-26	IHQ DRs	Activities Identified and Planned	Annual District Meetings	2025-2030	
	Strategy 6.4: Maximize technology to inform and expand Brotherhood development	IHQ IT	Technology Advancements Identified	FY 2024- 2025	2025-2030	On Track

STRATEGIC GOAL 2 – LEADERSHIP AND MANAGEMENT

Goals, Objectives, and Strategies

Goal 2: Leadership and Management – Strengthen our leaders and cultivate new ones; strengthen management and governance efficiency, effectiveness, and transparency at all levels		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
Objective 7: Increase efficiency of fraternal operations at International Headquarters	Strategy 7.1: Assess functionality of current scopes (position descriptions, skill mix) of IHQ staff to improve efficiencies	<i>IHQ</i>	<i>Assessment briefed to Supreme Council</i>	<i>FY 2024-2025</i>	<i>2025-2030</i>	<i>On Track</i>
	Strategy 7.2: Review and evaluate business practices of similar organizations to identify best practices	<i>IHQ</i>	<i>Best practices identified and incorporated</i>	<i>FY 2024-2025</i>	<i>2025-2030</i>	
	Strategy 7.3: Review and update current Standard Operating Procedures (SOPs)	<i>IHQ</i>	<i>SOP Updated</i>	<i>FY 2024-2025</i>	<i>2025-2030</i>	<i>On Track</i>
	Strategy 7.4: Increase training and development opportunities for International Headquarters staff	<i>IHQ</i>	<i>Individual development plan for each staff member</i>	<i>FY 2024-2025</i>	<i>2025-2030</i>	<i>On Track</i>
	Strategy 7.5: Conduct comprehensive assessment of current infrastructure to ensure safe, clean, and operable facility; assess current infrastructure's ability to deliver current programs and services effectively and efficiently	<i>IHQ SC</i>	<i>Assessment completed. Gaps Identified Plan to improve gaps</i>	<i>FY 2024-2025</i>	<i>2025-2030</i>	<i>On Track</i>

Objective 8: Increase efficiency of fraternity's Information Technology	Strategy 8.1: Perform assessment and evaluation of current IT Environment (internal & external) – Determining/establishing baseline IT services and delivery and application integration	IT SC	Assessment completed. Gaps Identified Plan to improve gaps	FY 2024-2025	2025-2030	On Track
	Strategy 8.2: Implement event applications for all major international meetings and events	IHQ IT	Event Applications Implemented	FY 2024-2025	2025-2026	On Track
	Strategy 8.3: Select an industry standard web-based membership management tool that provides the capacity to perform the functions outlined in the attachment	IT	Web-based membership management tool selected/ Tool Implemented	FY 2024-2025	2025-2026	On Track
	Strategy 8.4: Establish and implement comprehensive 5-year Strategic Technology Plan.	IT IHQ	5-year Strategic Technology Plan Established	FY 2024-2025	2025-2030	
	Strategy 8.5: Adopt and maintain plan for ongoing enhancements to ensure IT systems and tools are meeting member, chapter, and organizational needs	IT IHQ	IT systems and tools	FY 2024-2025	2025-2030	On Track
Objective 8a: IT Workforce and Culture	Strategy 8.6: Attract, develop, and maximize retention, engagement, and	IT	Professional IT Team Established	Q2' 2025	2025-2030	On Track

	productivity of a high caliber IT professional workforce through inclusive, effective leadership and investment in succession planning and employee development					
	Strategy 8.7: Solidify a unified culture of mission-focused and results-oriented performance across the Fraternity's IT Committee and IT Team to increase organizational performance	IT	Operational Excellence	Q2' 2025	2025-2030	On Track
	Strategy 8.8: Enable the International Headquarters workforce to execute its responsibilities more effectively through access to data and technology	IHQ IT	High Data Accessibility Rate	Q2' 2025	2025-2030	
	Strategy 8.9: Foster innovative thinking and creativity through a systems approach to idea sharing and collaboration with Fraternity and its customers	IHQ IT DRs	Design Thinking Methodology Established/ Executed	Q2' 2025	2025-2030	
Objective 8b: IT Governance and Accountability	Strategy 8.10: Streamline reporting processes to allow for increased focus on workload productivity	IHQ SC	Streamlined Reporting Procedures	Q2' 2025	2025-2030	On Track
	Strategy 8.11: Improve transparency of IT costs through enhanced service	IHQ IT	Transparency of IT Costs and Key	Q2' 2025	2025-2030	

	and performance metrics		<i>Performance Indicators</i>			
	Strategy 8.12: Employ robust governance processes for guiding IT investments that includes roles and responsibilities for International Headquarters staff, IT Committee and Supreme Council	IHQ IT	Governance Process Established	Q2' 2025	2025-2030	
	Strategy 8.13: Promote strategic sourcing or other procurement vehicles capable of enabling mission critical activities for more efficient and cost-effective provision of services	IHQ SC	Cost Effective Strategic Sourcing Plan Implemented	Q2' 2025	2025-2030	
Objective 8c: IT Service Delivery	Strategy 8.14: Enhance IT capabilities of fraternity, its members, and its partners by ensuring operational excellence, framed by service level agreements that meet the requirements of the mission	IT	Enhanced IT service level agreements	FY 2024-2025	2025-2030	On Track
	Strategy 8.15: Create a customer service model to improve delivery of high-quality IT services, including transparent expenditures and consumption-based costs	IT	Customer Service Model Established	FY 2024-2025	2025-2030	

	Strategy 8.16: Advance the adoption of scalable, flexible, cost-effective, accessible services through enterprise and brokered service offerings	IT	Enterprise and brokered service offerings available	FY 2024-2025	2025-2030	
	Strategy 8.17: Promote effective, timely, and informed decision-making through analytic, knowledge-based technologies and workflow process re-engineering	IT	Workflow process created	FY 2024-2025	2025-2030	
	Strategy 8.18: Institute agile project management practices wherever possible	IT IHQ	Best Practices Implemented	FY 2024-2025	2025-2030	On Track
Objective 8d: Innovative Technology	Strategy 8.19: Optimize the end user experience with data, access, and services, providing cost efficiencies and workforce productivity	IT IHQ	End User experience optimized	FY 2024-2025	2025-2030	
	Strategy 8.20: Develop interoperable technologies that enable detection of and resilience against threats	IT	Threat protection Process Established	FY 2024-2025	2025-2030	
	Strategy 8.21: Advance the implementation of the fraternity's information sharing environment by developing highly available, automated systems	IT	Established automated information sharing systems	FY 2024-2025	2025-2030	

	Strategy 8.22: Enable end-to-end delivery of mobile solutions that enhance enterprise-wide mobile. computing capabilities for successful mission outcomes	IT	Established mobile solutions system	FY 2024-2025	2025-2030	
Objective 8e: Cybersecurity	Strategy 8.23: Adopt risk-based common policies and best practices that meet and anticipate compliance standards to effectively eliminate vulnerabilities and mitigate cybersecurity threats	IT	Risk-based common policies adopted	FY 2024-2025	2025-2030	On Track
	Strategy 8.24: Enable secure communications to effectively support the mission of the fraternity and its partners	IT	Secured Communications system enabled	FY 2024-2025	2025-2030	
	Strategy 8.25: Enhance the fraternity's security model by moving to a next generation network security architecture that accommodates public cloud services, improves on current network security policy structure, and integrates new technologies	IT	Adoption of next generation network security architecture	FY 2024-2025	2025-2030	

STRATEGIC GOAL 3 – STRENGTHEN THE BRAND

Goals, Objectives, and Strategies

Goal 3: Enhance Fraternity Image and Brand reputation through effective communication, strategic partnerships, marketing, and public relation strategies. Demonstrate a significant investment in charitable service and giving		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
Objective 9: Establish an international plan for coordinating national partnerships, community engagement activities and philanthropic giving	Strategy 9.1: Develop a comprehensive list of twenty (20) corporate and/or governmental partners that align with Omega’s social action programming and establish formal agreements with said organizations to carry Omega’s mission forward	IHQ SC	International plan for coordinating with national partnerships established Twenty corporate/ governmental partners listed	FY 2024-2025	2025-2030	On Track
	Strategy 9.2: Develop a comprehensive international strategy for community engagement that will produce a minimum of two international community engagement activities that can be replicated at both the District and Chapter levels	IHQ SC	International strategy for community engagement developed and implemented. (Examples: St Jude, Voter Registration, Education, and Mobilization)	FY 2024-2025	2025-2030	On Track
	Strategy 9.3: Build and communicate sustainable and	IHQ SC	Number of old partnerships and	FY 2024-2025	2025-2030	

Goal 3: Enhance Fraternity Image and Brand reputation through effective communication, strategic partnerships, marketing, and public relation strategies. Demonstrate a significant investment in charitable service and giving		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
	mutually beneficial external partnerships and relationships to advance our mission and share best practices		<i>relationships retained, and number of new partnerships developed</i>			
	Strategy 9.4: Employ a dedicated marketing and communications staff member	IHQ SC	Marketing and Communications staff member employed	FY 2024-2025	2025-2030	
	Strategy 9.5: Execute a strategy to establish a powerful social media presence. Evaluate social media strategy bi-monthly to ensure content and design is relevant to all member audiences	IHQ	Establish positive social media presence of Omega Psi Phi Fraternity, Inc.	FY 2024-2025	2025-2030	On Track
	Strategy 9.6: Increase awareness of Omega Psi Phi Fraternity, Inc. Social Action impact to external audiences through a variety of media	IHQ SC	Increased social media analytics showing positive impact of Omega Psi Phi Fraternity, Inc. social impact	FY 2024-2025	2025-2030	On Track
	Strategy 9.7: Work with honorary members to execute a	IHQ SC	High-profile Social Action project completed	FY 2024-2025	2025-2030	

Goal 3: Enhance Fraternity Image and Brand reputation through effective communication, strategic partnerships, marketing, and public relation strategies. Demonstrate a significant investment in charitable service and giving		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
	major high-profile Social Action project					
	Strategy 9.8 Develop and provide an innovative and inclusive S.T.E.A.M. program that fosters and inspires creativity, critical thinking, and interdisciplinary collaboration preparing students for future success and lifelong learning.	IHQ SC	Establish STEAM program that incorporate the Arts	FY 2024-2025	2025-2030	On Track
Objective 10: Be recognized as a philanthropic leader among “Divine 9” organizations	Strategy 10.1: Develop an International Spirit of Giving Plan	IHQ SC	Plan developed and implemented. Recognized as Divine 9 leader for giving.	FY 2024-2025	2025-2030	On Track
	Strategy 10.2: Raise \$1 million dollars for charity each year from 2025 to 2030 and conduct 500,000 total hours of community service each year from 2025 to 2030. Develop a strategic service relationship with all	IHQ SC	\$1 million raised for charity annually, 500,000 total hours of community service rendered each year. Strategic service relationships	FY 2024-2025	2025-2030	On Track

Goal 3: Enhance Fraternity Image and Brand reputation through effective communication, strategic partnerships, marketing, and public relation strategies. Demonstrate a significant investment in charitable service and giving		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
	community partners (i.e., St. Jude, HBCU, NAACP) leveraging the commitment and volunteering capacity of all Omega Psi Phi Fraternity, Inc. members. Volunteering time, raising funds, participation in events they sponsor		<i>developed with community partners</i>			
	Strategy 10.3: Establish consistent and compelling fundraising efforts to increase our average gift size and attract new recurring private and public donors	IHQ SC	Number of Fundraising events, Total funds gained through fundraising	FY 2024-2025	2025-2030	

STRATEGIC GOAL 4 – FINANCE

Goals, Objectives, and Strategies

Goal 4: Continue to improve the financial strength and sustainability of the Fraternity		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
Objective 11: Establish and implement plans for continued financial growth and efficiency	Strategy 11.1: Explore alternate funding sources to supplement annual dues revenue to ensure the organization's sustainability, financial strength, and growth.	IHQ SC	Alternate Funding Sources Identified/ Utilized	FY 2024-2025	2025-2030	On Track
	Strategy 11.2: Ensure that the financial policies and procedures are resulting in the efficient, effective, and prudent deployment of all financial resources	IHQ GKF	Successful Annual Audit	FY 2024-2025	2025-2030	Completed
	Strategy 11.3: Assess quarterly the current investment plan and strategies to ensure growth and stability	IHQ SC	Steady Growth of Investment Plan	FY 2024-2025	2025-2030	On Track
	Strategy 11.4: Create and maintain listing of grant opportunities and corporate partnerships for potential revenue generation	IHQ SC	Grant Opportunities Identified, Increased number of grants applied for year over year 2025-2030	FY 2024-2025	2025-2030	On Track

Goal 4: Continue to improve the financial strength and sustainability of the Fraternity		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
	<i>Strategy 11.5:</i> Conduct comprehensive assessment of current revenue streams and evaluation of growth opportunities	<i>SC GKF</i>	<i>Successful Annual Audit</i>	<i>FY 2024-2025</i>	<i>2025-2030</i>	
<i>Objective 12:</i> Prioritize Fraternity resources to implement the strategic initiatives in this plan.	<i>Strategy 12.1:</i> Determine the financial requirements of the strategic initiatives	<i>SC</i>	<i>Financial requirements identified by planning team</i>	<i>FY 2024-2025</i>	<i>2025-2030</i>	<i>On Track</i>
	<i>Strategy 12.2:</i> Budget for strategic initiatives that aren't covered in the current budget.	<i>SC GKF</i>	<i>Established unfunded requirements list for strategic initiatives</i>	<i>FY 2024-2025</i>	<i>2025-2030</i>	<i>On Track</i>
	<i>Strategy 12.3:</i> Draft a two-year financial budget to achieve the strategic initiatives	<i>SC GKF</i>	<i>Two-year financial budget created</i>	<i>FY 2024-2025</i>	<i>2025-2030</i>	<i>Completed</i>
	<i>Strategy 12.4</i> Develop an appropriate self-insurance strategy to support our members	<i>SC GKF</i>	<i>Insurance Plan established</i>	<i>FY 2024-2025</i>	<i>2025-2030</i>	<i>On Track</i>
	<i>Strategy 12.5</i> Create a wealth building roadmap for the fraternity involving measures to grow financial resources, increase net worth, and create long-term sustainable wealth.	<i>SC GKF</i>	<i>Roadmap established</i>	<i>FY 2024-2025</i>	<i>2025-2030</i>	<i>On Track</i>

Goal 4: Continue to improve the financial strength and sustainability of the Fraternity		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
	Focusing on: Revenue Growth; Cost Optimization, Investment and Asset Management; Financial Discipline and Budgeting; Fund raising Development; Strategic Partnerships and Collaborations					

STRATEGIC GOAL 5 – CRISIS MANAGEMENT

Goals, Objectives, and Strategies

Goal 5: Develop a Crisis Management Plan to anticipate, prepare for, and respond to crises or unexpected events that poses a significant threat to our fraternity, community, operations, reputation, or to our stakeholders.		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
Objective 13: Crisis Preparedness - proactively assess risks, and develop comprehensive plans, to respond swiftly to potential crises.	Strategy 13.1: Identify potential crises and assess their likelihood and potential impact on the fraternity	<i>ED IHQ SC</i>	<i>Potential Crises List identified</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	<i>On Track</i>
	Strategy 13.2: Develop a comprehensive crisis management plan that outlines roles, responsibilities, communication protocols, and action steps for various crisis scenarios that may impact our fraternity	<i>ED IHQ SC</i>	<i>Crisis Management Plan developed</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	<i>On Track</i>
	Strategy 13.3: Train and educate stakeholders on their roles and responsibilities during a crisis, conduct drills or simulations to practice response procedures, and provide education on crisis awareness and mitigation	<i>ED IHQ SC</i>	<i>Training and education plan developed and executed</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	<i>On Track</i>
	Strategy 13.4: Ensure the availability and readiness of necessary resources, such as people, emergency equipment, backup systems, communication tools, and access to critical	<i>ED IHQ SC</i>	<i>Identify Critical personnel and equipment need to address each crisis</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	

Goal 5: Develop a Crisis Management Plan to anticipate, prepare for, and respond to crises or unexpected events that poses a significant threat to our fraternity, community, operations, reputation, or to our stakeholders.		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
	information		<i>situation</i>			
	Strategy 13.5: Establish relationships with external stakeholders, including emergency services, government agencies, media outlets, and community organizations, to facilitate effective collaboration and support during a crisis	ED IHQ SC	Stakeholders identified and coordinated to meet crisis management requirements	International Leadership Conference 2025	2025-2030	On Track
Objective 14: Crisis Response – Develop our crisis response capabilities so it prioritizes swift action, clear communication, stakeholder support, collaboration, adaptability, and continuous learning.	Strategy 14.1: Safety and well-being: Prioritize the safety and well-being of individuals affected by the crisis, including employees, members, and the community	ED IHQ SC	Adoption of best practices in support of personnel during crises	International Leadership Conference 2025	2025-2030	On Track
	Strategy 14.2: Communication Management: Activate crisis communication protocols to ensure timely and accurate dissemination of information to internal and external stakeholders, addressing concerns, managing media relations, and maintaining transparency	ED IHQ SC	Communication Protocols established and disseminated	International Leadership Conference 2025	2025-2030	On Track
	Strategy 14.3: Crisis coordination: Activate the	ED IHQ	Crisis Management	International Leadership	2025-2030	On Track

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	crisis management team, establish clear lines of communication, and coordinate response efforts across different departments and stakeholders	<i>SC</i>	<i>Team activated</i>	<i>Conference 2025</i>		
	Strategy 14.4: Decision-making and action: Make timely and effective decisions based on the crisis, implement pre-defined action steps from the crisis management plan, and adapt strategies as necessary	<i>ED GB SC</i>	<i>Decision - making process established and disseminated</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	<i>On Track</i>
	Strategy 14.5: Resource allocation: Allocate resources, both people and material, to support the response efforts, including emergency services, logistics, crisis centers, and support systems	<i>ED GB</i>	<i>Identify Critical personnel and equipment need to address each crisis situation</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	<i>On Track</i>
Objective 15: Crisis Recovery – Develop this section of the plan to swiftly restore critical operations, infrastructure, brand, and community services within the shortest time frame possible achieving recovery goals through strategic planning, resource allocation, and stakeholder collaboration."	Strategy 15.1: Business continuity: Set in motion the Continuity of Operations Plan (COOP) to ensure the continuity of essential business operations as quickly as possible	<i>ED IHQ SC</i>	<i>COOP established and disseminated</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	<i>On Track</i>

Goal 5: Develop a Crisis Management Plan to anticipate, prepare for, and respond to crises or unexpected events that poses a significant threat to our fraternity, community, operations, reputation, or to our stakeholders.		Person(s) Committee Responsible	Success Measure(s)	Baseline Due Date	Plan Implementation Duration Period	Status Update
	<i>Strategy 15.2:</i> Office, equipment, and asset restoration: Work to restore damaged offices, and assets to their pre-crisis state	<i>ED SC</i>	<i>Restoration Plan established and implemented</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	
	<i>Strategy 15.3:</i> Financial recovery: Strive to recover financially from a crisis, including mitigating financial losses and restoring stability. Examples may include - regaining lost revenue, managing insurance claims	<i>ED GKF SC</i>	<i>Financial Recovery Plan established</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	<i>On Track</i>
	<i>Strategy 15.4:</i> Reputation management: Implement actions to rebuild trust and credibility, addressing any negative perceptions or reputational damage caused by the crisis, and highlighting the organization's commitment to improvement and resilience	<i>ED SC</i>	<i>Brand Management Strategy established</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	<i>On Track</i>
	<i>Strategy 15.5:</i> Psychological and emotional recovery: create a supportive environment to aid in emotional recovery	<i>ED GKRS SC</i>	<i>Establish a psychological and emotional wellness plan</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	<i>On Track</i>

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	<i>Strategy 15.6:</i> Lessons learned and improvement: conduct post-crisis evaluations, capture lessons learned, update policies and procedures, enhance risk management strategies, and strengthen overall crisis preparedness for the future	<i>ED GKRS SC</i>	<i>Establish lessons learned repository for use in future crisis situations</i>	<i>International Leadership Conference 2025</i>	<i>2025-2030</i>	<i>On Track</i>

ABBREVIATIONS KEY

Abbreviations	Definitions Meaning
GB	Grand Basileus
FVGB	First Vice Grand Basileus
SVGB	Second Vice Grand Basileus
GKRS	Grand Keeper of Records and Seal
GKF	Grand Keeper of Finance
GC	Grand Counselor
ED	Executive Director
DR	District Representative
IHQ	International Headquarters
SC	Supreme Council
IRRC	International Reclamation Chair/Committee
MSPU	Membership Selection Process Unit
IT	Information technology
S.T.E.A.M	Science, Technology, Engineering, Arts, Mathematics
ISP	International Strategic Plan
ISAP	International Strategic Action Plan
FY	Fiscal Year - Time Frame: FY 2024 – 2025 = November 1, 2024, to October 31, 2025.

FINAL THOUGHTS

- “A good strategy alone does not guarantee success; a good strategy with poor implementation is like a poor strategy or no strategy at all.”
- There is no perfect plan; this International Strategic Plan combined with the measurable Strategic Action Plan is a guide to help Omega Psi Phi Fraternity, Inc.:
 - Bridge the gap between strategy and execution, ensuring that goals are not only set but achieved!
 - Transform the vision into reality by providing clear steps, fostering accountability, and ensuring progress, all while keeping the entire fraternity informed, motivated, and aligned toward friendship, brotherhood, and shared success!
 - Honor the lessons of our founders and the History of Omega!
 - Align with the realities of our present!
 - Inspire a clear path toward future success, ensuring growth, adaptability, and resilience of our beloved fraternity!

We reserve the right to get better.