



Brothers,

It is becoming more clear as the days and weeks go on that this global pandemic has the potential to last longer than anticipated. With the unpredictable state of the next 3-18 months, it is important as leaders to plan for the future.

Over the last couple of weeks, we have heard from several of you about the difficulties you are experiencing. What is even more strenuous, is the fall academic year will be here before we know it, yet we do not know what Fall 2020 will look like until we learn more about COVID-19 and how your campuses will respond. Therefore, now is the best time to begin thinking through possible scenarios and how they could impact your chapter, and how you will navigate your operations due to them.

We understand, for many of you Scenario Planning may be a completely new experience. So let's first look at how [businessdictionary.com](https://www.businessdictionary.com) defines Scenario Planning:

Process of visualizing (1) what future conditions or events are probable, (2) what their consequences or effects would be like, and (3) how to respond to, or benefit from, them.

With this, we wanted to provide some questions for you to consider as officers of your chapter. These will help you prepare and plan if social distancing is still a factor and the academic year continues to be conducted remotely for a period of time. I am sure there are additional questions you can be asking yourself, but to help get you started, below are some examples:

- What is your financial budget:
 - What are your fixed expenses: National fees, IFC dues, rent, utilities, etc.
 - What are your flexible expenses (those that can be potentially cut): composites, formal, t-shirts, and etc.
- How much cash do you have on hand:
 - How long will your cash last if members do not pay dues?
- What will recruitment look like:
 - What is the impact if your chapter cannot recruit?
 - What virtual recruitment ideas can be developed and how would your chapter approach this new model?
- How does your chapter continue to provide value and a fraternal experience to members and potential members:
 - How long will virtual meetings last and will it impact your chapter members from paying chapter dues?
 - What do online events look like for your chapter?
 - What outreach systems are in place to keep communication with chapter brothers, especially those who may be experiencing potential mental health concerns?



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How you prepare and react now, and the skills you are learning from this experience, will not only prepare you for the immediate future, but will help shape your leadership skills for your long term future. We understand that you may not know how to fully address these questions, so please use your support system: chapter brothers, your alumni volunteers, the Executive Office, and so forth.

Know also, you are not alone. Now is the time, more than ever, to remember the words of John Donne “No man is an island entire of itself, a piece of the continent, a part of the main.” By being a Fraternity man, you have a vast network of fraternity brothers, and your Greek Community, to share these ideas and questions to find solutions.

To give you an idea on the power of this type of exercise, I have been conducting these same scenarios, and asking similar questions, for the international organization, and am in talks with alumni and even other CEO's. Leaders I have spoken to, across a variety of industries, are using similar planning exercises to ensure their organizations can thrive, and make decisions that will help them be nimble in order to navigate these turbulent times, and prepare to get back to normal operations when they can resume.

Please continue to use your Chapter Management Associate and our [resource page](#) as tools to work through your planning.

Be safe, wash your hands and stay healthy brothers.

IST,

Jonathan M. Frost

Executive Director/CEO



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