



Promoting Alpha Sigma Alpha's unique identity as a purpose-built and resilient organization

- ♦ Implement authentic marketing to challenge stereotypes
- ♦ Collect qualitative insights to refine Alpha Sigma Alpha's value proposition

Prioritizing values-driven and data-informed decision making

- ♦ Integrate internal and external data sources for comprehensive review
- ♦ Balance key trends with Alpha Sigma Alpha's guiding principles

Optimizing human, financial and technological resources

- ♦ Facilitate timely and relevant volunteer training to drive lasting impact
- ♦ Thoughtfully leverage staff and volunteer talent and dedication to maximize effectiveness
- ♦ Enhance the use of existing technology to support organizational efficiency

Cultivating a valuable lifelong experience to empower members

- ♦ Foster a sisterhood that welcomes all members' authentic selves
- ♦ Expand the number of healthy and vibrant chapters
- ♦ Offer programming to develop women who are balanced leaders known for their character and concern for others