



Brother Christopher I. Polke

Proposed Strategic Plan for the Florida Federation of Alpha Chapters
Including Focus Areas, Goals, Objectives/Actions, and
Key Performance Indicators

**FLORIDA FEDERATION OF ALPHA CHAPTERS
2024 DISTRICT DIRECTOR STRATEGIC PLAN**

Why am I Interested in Running For District Director?

Actively serving our illustrious fraternity - Alpha Phi Alpha Fraternity, Incorporated – for 18 years without any financial interruption, has enabled me to experience brotherhood like never before. I have seen the positive impact, influence, and intellect our fraternity for nearly 118 years has delivered to communities, states, countries, and corporations across the globe, and observed opportunities for enhancement within our brotherhood as well. I am dedicated to Alpha's mission, aims, and values. I understand our fraternity's structure, functionality, and how it operates from the top down: the General Office, Region, District, and local chapter levels. I have served countless volunteer hours contributing to moving Alpha onward and upward towards the light.

Additionally, I have demonstrated my dedication and leadership effectiveness through serving as my chapter's Treasurer, Vice-President, President, Past President, and several other leadership roles. At the District level, I served as the Florida District Treasurer and successfully enhanced the Florida District fiscal operations during my tenure. Currently, I faithfully serve as the Florida District Executive Director and Southern Region Associate Chief of Staff. I have cultivated positive relationships throughout each level of our fraternity. With my leadership experience and knowledge both professionally and fraternally, including the talents, gifts, energy, and tenacity God has blessed me with, I am confident I am the leader and positive change the Florida District needs at this junction to continue the upward trajectory in building a stronger brotherhood and community.

About the Alpha L.I.G.H.T. Campaign

The Alpha L.I.G.H.T. Campaign is a vision that has evolved since I was first initiated into Alpha Phi Alpha. Alpha has taught me the importance of selfless service and being a light for others. Light is love, encouraging, peaceful, patient, and full of hope in hopeless situations. Everyone needs light to be effective and successful in life. The Alpha L.I.G.H.T. Campaign strives to provide these light attributes for Brothers and other stakeholders to embrace, resulting in a forward movement of the Florida District, while focusing on five key areas defined through the acronym "LIGHT":

L – LEADERSHIP

- Focus on training, developing, and using our individual talents and gifts.
- Place the right brothers with the right skills in the right position for effectiveness.
- District leaders, committee chairs, committee members, and brothers will be held accountable.
- Explore leadership roles to enhance and streamline District operations.

I – INNOVATION

- Enhance the communication mechanisms across the Florida District.
- Improve the Florida District operations and efficiency by utilizing technology.

G – GOODWILL

- Invest resources (time, money, and people) into our college brothers and District chapters' mentoring programs.
- Activate all District committees effectively. Encourage Brothers to serve on District committees.
- Serve and advocate for all communities within the District with impact and a spirit of excellence.
- Be engaged, present, and noticeable within our communities, leaving a positive impression and impact on stakeholders.
- Encourage and work with District chapters to complete all national service projects.

H – HEALTH

- Encourage Brothers to regularly evaluate their emotional, mental, financial, spiritual, and physical health. A healthy Florida District begins with the individual Brothers first.
- Maximize the Better Health Florida District Initiative as a committee to address health concerns across the district.

T – TOGETHERNESS

- No brother left behind; Consider everyone's ideas and concerns. Be inclusive and transparent.
- We will thrive, partner, and support each other as one Brotherhood – FFAC and JC Rawls Educational Foundation. One Alpha, One Brotherhood, One House.
- Build a strong Brotherhood bond through the District Areas through collaborative service projects and social events.

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GOALS

GOAL	ACTION	KPI/MEASUREMENT	Alpha L.I.G.H.T STRATEGY LINK	M.E.A.N. STRATEGY LINK
1. Improve the District Leadership Development and Brotherhood Bond.	<ul style="list-style-type: none"> ● Florida District Webinars (FDW). Implement topical webinars for leadership development and personal growth. ● FFAC Brother Spotlight. ● Improve the Florida Leadership Development Initiative program and structure. ● Alpha Light Mentoring Program (ALMP). ● Alpha Bridge Academy (ABA). 	<ul style="list-style-type: none"> ● District Survey. ● Develop and publish the Brother Spotlight newsletter monthly via email and/or social media. ● Develop ALMP and register at least 25 mentees and 25 mentors (senior/exp. bros) participants. ● Increase CBE at district events and conferences by at least 10 percent. 	<ul style="list-style-type: none"> ● L: Leadership ● H: Health ● T: Togetherness 	<ul style="list-style-type: none"> ● Education
2. Increase the Value Proposition for District Chapter Fees.	<ul style="list-style-type: none"> ● District Chapters Mini-Grants (DCMG). ● Increase investment in student scholarships. ● Enhance the Florida District Conference experience. ● Florida District Buy Alpha Business Journal (BABJ). ● District Brothers Seeking Office (DBSO) Awareness Session. 	<ul style="list-style-type: none"> ● District Survey ● Develop an application process for DCMG and issue grants by Oct 2025. ● Increase student scholarship investment by at least 10 percent. ● Successfully publish BABJ by Oct 2025. ● Facilitate DBSO awareness session/webinar. 	<ul style="list-style-type: none"> ● G: Goodwill ● H: Health ● T: Togetherness 	<ul style="list-style-type: none"> ● Education ● Navigation
3. Improve the District Operations and Structure.	<ul style="list-style-type: none"> ● Place the right Brothers with the right skills in the right position. ● Improve the District committee activity and engagement. ● Develop District standard operating procedures. ● Revive Chapter Scorecards. ● FFAC Historical Documentary. ● FFAC Archives Vault (FAV). 	<ul style="list-style-type: none"> ● Appoint Brothers to leadership roles based on their skills and experience. ● Activate 100% of the District Constitutional Committees. Regular meetings are held. ● Develop SOPs and adopt them as an operational guide. ● Develop and Implement Chapter Scorecards as a performance guide. ● Document FFAC history digitally and via video. ● Implement an FFAC Archive for key docs. 	<ul style="list-style-type: none"> ● L: Leadership ● I: Innovation ● G: Goodwill ● T: Togetherness 	<ul style="list-style-type: none"> ● Mobilization

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4. Enhance the District Advocacy Efforts and Community Outreach.	<ul style="list-style-type: none"> ● FFAC Service and Social Pop Up (a community service and Brotherhood engagement event). ● Young Men of Distinction Support and Investment. ● Voter education and registration webinars/events. ● Host VPHP debates/forums for statewide candidates. 	<ul style="list-style-type: none"> ● Plan and execute at least 2 FFAC Service and Social Pop Ups. ● Plan a strong FYILS annually and invest resources in chapter mentoring programs. ● Plan and execute district-wide voter education and registration events. ● Facilitate at least one (1) district-wide VPHP forum annually. 	<ul style="list-style-type: none"> ● I: Innovation ● G: Goodwill 	<ul style="list-style-type: none"> ● Mobilization ● Education ● Advocacy ● Navigation
5. Improve the District Communications and Technology Usability.	<ul style="list-style-type: none"> ● Website Revamp. Redesign and enhance the utilization of the District website. ● Florida District Census (FDC). ● Enhance communication tools across the District. ● Revamp Omega Brothers Correspondences. ● FFAC Directory. ● Alpha Town Hall Meetings. ● Explore opportunities to develop a district application. 	<ul style="list-style-type: none"> ● Launch a new and enhanced district website by Dec 2025. ● Perform an FDC to capture all current brothers' contact info in the Florida District. ● Develop an annual communication schedule. ● Develop a Florida District Directory. ● Develop SOPs regarding District Condolences. ● Facilitate an Alpha Town Hall meeting in District area(s). 	<ul style="list-style-type: none"> ● I: Innovation ● T: Togetherness 	<ul style="list-style-type: none"> ● Education
6. Improve Collaboration between FFAC and JC Rawls Education Foundation.	<ul style="list-style-type: none"> ● One Fed Initiative. JC Rawls and FFAC are working collectively. ● Joint fundraising efforts. ● Joint community service efforts. ● Regular touch bases with leaders of both entities. 	<ul style="list-style-type: none"> ● Survey District Board and Foundation Board leadership. ● Plan and execute at least one (1) joint fundraiser. ● Plan and execute at least one (1) community service event. ● Schedule at least (2) collaborative touch base meetings annually. 	<ul style="list-style-type: none"> ● G: Goodwill ● T: Togetherness 	<ul style="list-style-type: none"> ● Mobilization

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7. Improve the Brotherhood Health District-wide.	<ul style="list-style-type: none"> ● District closed on Sundays Initiative. ● 1906 Healthier Me, Healthier Alpha (HMHA). ● BHFDI education continuation. ● Let's talk about Health initiative. 	<ul style="list-style-type: none"> ● No District meetings scheduled on Sundays. ● Develop and implement the 1906 HMHA program. ● Facilitate at least 2 BHFDI sessions annually. 	<ul style="list-style-type: none"> ● H: Health 	<ul style="list-style-type: none"> ● Education