



PHI KAPPA SIGMA

INTERNATIONAL FRATERNITY, INC.

2010 Grand Alpha Address: July 22, 2010

First of all, let me start by again welcoming you to Philadelphia and to the 160th Grand Chapter of Phi Kappa Sigma. And to extend my sincere gratitude to all of you for your commitment to our great fraternity, and for taking time away from friends and family, and making the time, to come together as one body, one brotherhood, one Grand Chapter.

We come together to conduct the business of our beloved Fraternity, to reflect and recommit to our core purpose, to chart the course for the future, and to determine what we can each do to together to create an even better, brighter future for Phi Kappa Sigma.

In essence, *to live as One Brotherhood, with One Vision.*

You see, that is the purpose of this Grand Chapter.

To align our brotherhood on what the future looks like for Phi Kappa Sigma and to each determine how we can best contribute to building the right future for our Fraternity. Because like anything great that has ever been accomplished, we must all come together, we must all do our part, or as said so eloquently by poet Walt Whitman, “the song goes on and we must all contribute a verse”.

160 years ago in 1850, our Founding Fathers came together just a few blocks from here to found our great organization with the purpose of creating a brotherhood in which members might cultivate social virtues, encourage good scholarship and breadth of training, and support their local communities. In short, to “build better men” and in turn “build a better society”.

Fast forward 150 years. In the late 1990s our Fraternity realized that it had “lost its way”. That it had become more of a social club than a gentlemen’s fraternity and that we were not living true to our core beliefs and our purpose as an organization. And so we embarked on what has been called the “*Great Return to Our Founding Principles*”. An initiative in which undergraduates and alumni alike, have come together to realign our organization against our founding values.

And so we agreed upon and implemented the Substance Free Housing Initiative, defined our Core Values, created a Doctrine of Excellence and developed the Men of Honor Initiative. All in an effort to redefine ourselves and create the organization that our Founding Father’s had envisioned 160 years ago.

In 2005, the Executive Board convened for a special meeting in New Orleans to define the future direction of our Fraternity. In essence, to try and better understand what our Founding Fathers had hoped would become of Phi Kappa Sigma.

During our time together we discussed our core purpose of developing our members, our strengths and weaknesses as an organization, where we could improve and how we must redefine ourselves in the face of a

new social environment. We discussed the number of chapters, our Fraternities growth both locally and internationally, as well as the role of our alumni and our commitment to them, and just as importantly, their commitment to us.

We discussed our core values, beliefs, mottos and creeds such as “Men of Honor”, “Once a Phi Kap, Always a Phi Kap” and “Stellis Aegeus Durando”.

And after 3 long days we had determined that our future *must* be defined by 3 following tenets:

- ✘ First, that our core purpose is to cultivate and develop our members and our communities
- ✘ Second, that our commitment to the fraternity and its ideals are *lifelong*
- ✘ And Third, that we must grow as an organization so that more and more men our enriched by membership in our great Fraternity

Collectively these tenets make up our fraternal vision of “Lifelong Growth and Development of the Fraternity...and its Members”.

As an international organization we have embarked on many new initiatives to help us deliver upon this vision.

- ✘ We developed the Men of Honor Initiative which includes the Men of Honor Leadership Institute, Key Sessions Regional Leadership Retreats and the Scepter Mentoring Program.
- ✘ We created the Director of Development position and completely redefined our approach to fundraising.
- ✘ We instituted an Alumni Development Committee with the purpose of creating new alumni chapters.
- ✘ We implemented a rehabilitation philosophy and approach for our at-risk chapters
- ✘ And we established the Director of Chapter Growth position to help us invigorate growth through recruitment at our existing chapter.
- ✘ And finally, we created the Expansion Committee and established or re-established our presence at many campuses across the country.

The changes we have made in our Fraternity over the past 10 years have been historic, and will be remembered for years to come.

Yet, our work is not yet complete. In fact, we have just begun.

To truly realize our vision, we must all work together, as one brotherhood.

Imagine if you will, the future state of Phi Kappa Sigma when we come together collectively as undergraduates, alumni, volunteers and staff to work collaboratively and create new standards of excellence with regard to our focus on membership development, our alumni and our collective growth.

Imagine a Fraternity that truly delivers upon our vision.

- ✘ One in which all of our chapter’s culture, activities and events clearly show our commitment to, and place the highest priority on, developing our membership and the communities around us.
- ✘ One in which we are seen as a pillar of the community and its people, and because of this we attract only members with the highest values, standards and commitment.

And to deliver our vision certainly requires a step change in how we engage our alumni.

- ✘ Imagine if instead of the handful of alumni organizations that we have today, we had just as many alumni chapters as we do undergraduate chapters? And what if we had more?
- ✘ What if the number of engaged and contributing alumni was equal to our undergraduate membership? What if instead we had 10 times that many.
- ✘ And what if our alumni contributed just as much funding and resources for our fraternity needs as did the undergraduate membership?
- ✘ And imagine if you will, a future in that no matter what city you visited or moved to after you graduated, you could find an alumni chapter of Phi Kappa Sigma that was vibrant, and was just as focused on development of our alumni members as that of our undergraduate chapters.

Finally, imagine a future in which all of our chapters are healthy and our fraternity is growing.

- ✘ A fraternity where our chapters are consistently growing every year and are one of the top chapters at each institution where we are located.
- ✘ One in which we have the right level of membership to provide the right resources to our members and reduce the overall cost of membership
- ✘ And imagine if you will a fraternity that has aggressive expansion and creates 5 to 10 new chapters every year and has chapters in every state and at all the best institutions

And in doing so, creating a fraternity that is delivering on our fundamental purpose of impacting more and more men with the lessons and “way of life” that Phi Kappa Sigma represents, and in turn, having an even greater impact on our society.

This can be the future of Phi Kappa Sigma. *I believe that this is the vision that our Founding Father’s had for us.*

To achieve this, we must harness the energy of our great Fraternity and its members and collectively move towards this vision.

So this is our great calling. This is our purpose.

We must challenge everything we do as an organization and engage all members to help ensure that we can become true to this vision. For ourselves, for our Founders and for future generations of Phi Kaps.

So what do we need to do?

First, we must redefine our commitment to the personal development of our members. In doing so, we must challenge everything, individually and collectively, to ensure that its primary purpose is to create growth for our membership and our surrounding communities. *Where we are doing this, we must continue and expand. Where we are not, we must stop.* We must create an environment in our chapters in which we hold our members accountable to our standards and where development of our members is core to everything we do. *We must talk about it, we must program for it, we must act upon it, and we must live it, so that it truly becomes who we are as individuals and as an organization.*

Second, we must redefine our commitment to our alumni and to the meaning of lifelong membership. We must reprioritize our efforts against reengaging our alumni by increasing programming for alumni and working collaboratively to create alumni chapters in every city in which we have an undergraduate chapters. And

finally, and most importantly, each of us must personally fulfill our lifelong obligation, and expect the same of others. *And when we leave our undergraduate chapter, we must not leave Phi Kappa Sigma.*

Third, we must redefine our commitment to growing our chapters and creating new ones. We must continue our fraternal focus and commitment to not just getting the “right guys”, but getting more and more of these “right guys”. It is about quality and quantity. As an organization we must institute a philosophy of year round recruitment and live it every day. We must prioritize the importance of chapter growth and work collectively as an organization to share best practices, insights and resources.

These are just a few things that we can each do to help deliver on our vision. There are more to be sure.

In any case, we *must* improve our ability to collaborate across boundaries. We are all brothers of Phi Kappa Sigma and must work as one and breakdown any false boundaries between chapters, alumni, undergraduates, as well as staff and volunteers. We must work together to *prioritize those things that we are already doing in each of these areas and, where we are not, create new energy, new ideas and new efforts.*

Over the next few days it is my hope that each and every one of you will take up the cause and develop and commit to both personal and fraternal goals to help deliver upon this vision.

Again, remembering that:

- ✘ First and foremost our core purpose is to cultivate and develop our members and our communities
- ✘ And Second, that our commitment to the fraternity and its ideals are *lifelong*
- ✘ And Third, that we must grow as an organization so that more and more men our enriched by membership in our great Fraternity and learn what it truly means to be a Phi Kap.

I believe that what defines the essence of a man is not so much what he has done, but what he hopes to achieve, who he hopes to become.

Thank you.



Joseph Basta Moidl II
Alpha Theta '94

Grand Alpha
Phi Kappa Sigma International Fraternity