

# Fraternity Executives Association, Inc.

Developing fraternal leaders since 1930

## Core Competencies & Key Areas of Focus

1. Organizational Management
  - a. Financial Management
  - b. Human Resources
  - c. Legal & Risk Management
  - d. Vendor & Supplier Management
  - e. Business Modeling & Analysis
2. Governance & Structure
  - a. Board Development
  - b. Executive Leadership
  - c. Strategic Planning
  - d. Volunteer Management
3. Alumni Engagement
  - a. Alumni Relations
  - b. Fundraising
  - c. Stewardship
4. Collegiate Development & Operations
  - a. Chapter Assessment & Performance
  - b. Facilities Management
  - c. Growth & Extension/Expansion
  - d. Knowledge of Policy & Trends
  - e. Chapter & Member Service Models
  - f. Relationship w/Higher Education
5. Marketing, PR & Communications
  - a. Marketing & Communication Strategy
  - b. Brand Management (inclusive of Trademarks & Licensing)
  - c. Media & Message Management
  - d. Publications
  - e. Public Policy & Advocacy
  - f. Public Speaking
6. Educational Program Development
  - a. Curriculum & Program Development
  - b. Learning & Training Modules
  - c. Assessment & Evaluation
  - d. Grant Funding & Writing
7. Technology & Information Systems
  - a. Data Management
  - b. Systems Planning & Implementation
  - c. Business Applications (i.e. Usage Policy & Procedures)
8. Meeting & Event Planning
  - a. Logistics & Planning
  - b. Event Marketing & Sponsorships
  - c. Meeting/Event Evaluation

