



Strategic Plan:
Mapping the Future of
The **PHI BETA KAPPA** *Society*

A Strong Legacy

For a Bright Future



The **PHI BETA KAPPA** *Society*

At the tumultuous start of our nation, five college students invented a new kind of student organization dedicated to “fraternity, morality, and literature.” Our founders in 1776 believed in the power of ideas and informed debate to address the most pressing questions of their day.

Today, we carry that vision forward. Phi Beta Kappa is a standard bearer for the value of liberal arts and sciences education on campuses across the country. We are a national network, more than 500,000 strong, of members who earned recognition for academic excellence and who pursue learning as a lifelong project. We are persistent advocates for freedom of thought, and we champion the vital role of the arts and sciences in shaping and informing contemporary civic and cultural life.

LOOKING AHEAD TO OUR 250TH ANNIVERSARY, WE ASPIRE TO:



Motivate

and reward **today's students**, from all backgrounds and walks of life, **who achieve academic excellence in the liberal arts.**



Connect

our members wherever they are, enriching their lives and **inspiring a new generation** with opportunities **to cultivate their talents and contribute to society.**



Emphasize

the value of the arts and sciences -- on campus, among policymakers, and in our communities.



Reach

diverse students, members and communities and work actively to **make Phi Beta Kappa inclusive** and welcoming.





Developing the Plan

Developed over an 18-month process that engaged leadership, staff and stakeholders across the organization, this plan provides a strategic road map for the next three years of work for the Society:

June 2017	Executive Committee launch of planning process
September 2017	Phi Beta Kappa staff retreat
December 2017	Senate convening for in-depth discussion of Society's goals
March 2018	Young member focus group (PBK current and recent interns)
July 2018	Survey of 2018 inductees
August 2018	Structured conversations with over 300 Triennial delegates (with written feedback)
October 2018	Executive Committee review of draft strategic plan
December 2018	Senate review, discussion and approval of strategic plan



It is time for members of Phi Beta Kappa, as individuals and through our associations and chapters, to collectively reaffirm the role that a liberal education plays in discerning the truth; the ways in which it serves as a catalyst for interrogating the sources of narratives, including history, evidence and facts; the ways in which a liberal education promotes an understanding that the world is a collection of interdependent yet inequitable systems; the ways in which it expands knowledge of human interactions, privilege and stratification; and the ways in which higher education fosters equity and justice, locally and globally.

— LYNN PASQUERELLA
PRESIDENT, THE PHI BETA KAPPA SOCIETY
MEETING OF THE 45TH TRIENNIAL COUNCIL, AUGUST 4, 2018

Our Strategic Framework



Goal One:

Advocate for the Liberal Arts and Sciences.



Goal Two:

Strengthen the Campus Experience.



Goal Three:

Make Membership a Lifelong Experience.



Special Initiative to Advance Diversity and Inclusion



Goal One: Advocate for the Liberal Arts and Sciences.

PBK will inspire and equip members and allies to **champion arts and sciences education as an essential resource for shaping meaningful, productive, and engaged lives** and contributing to thriving communities.



Our Strategies



Enhance and disseminate tools and resources that catalyze members, chapters, associations, and faculty to **communicate broadly the value of the liberal arts and sciences** for an engaged, productive, and meaningful life.



Advance collaboration across and partnerships among organizations that **foster the arts, humanities, social sciences, natural sciences, and mathematics**, to underscore the important value of a well-rounded liberal arts and sciences education to both **individuals and communities, inside and outside the academy**.



Raise PBK's profile as a **standard bearer for excellence** in arts and sciences education while developing our capacity to encourage and evaluate curricular innovation in the liberal arts.



The assembly to which I address myself is too enlightened not to be fully sensible how much a flourishing state of the arts and sciences contributes to national prosperity and reputation.

—PRESIDENT GEORGE WASHINGTON
ADDRESS TO U.S. CONGRESS, 1796



Goal Two: Strengthen the Campus Experience.

PBK will partner with campuses to **enhance opportunities for a new generation of diverse students to value excellence in the arts and sciences** so that they aspire to and accept membership in the Society.



Our Strategies



Equip chapters to **affirm the value of arts and sciences education on campus** in ways that have relevance for today's students.



Assist chapters with strengthening institutional relationships, and outreach to PBK member faculty and staff, to **further our visibility and support on campus**.



Identify, test and disseminate a set of resources designed to support chapters, especially at public institutions, in outreach efforts to **improve invitation acceptance rates, with a special focus on reaching groups, such as first generation students**, who may be less familiar with Phi Beta Kappa.



Use the resources and infrastructure of the **Visiting Scholar program to raise PBK visibility on campus, connect students with diverse scholars, and assist chapters** in need of support.



Ensure that Phi Beta Kappa's internal practices relating to student registration and chapter business reflect **an ethos of service that supports each chapter's efforts** to induct students.



Goal Three: Make Membership a Lifelong Experience.

PBK will re-imagine membership and **curate a lifelong set of experiences and opportunities** for members that tap into their talents, encourage them **to contribute to their communities**, and engage their love of learning.



Our Strategies



Support PBK associations in attracting and retaining Phi Beta Kappa members, representing Phi Beta Kappa in their communities, **fostering intergenerational networks, and connecting members to local cultural and lifelong learning opportunities.**



Enhance and diversify opportunities for members to connect to **a national community of ideas and scholarship through excellent publications, podcasts and other national programs that meet members where they are** and offer varied voices and perspectives on timely and timeless topics in the arts, humanities and sciences.



Engage members in the opportunity to support Phi Beta Kappa's mission -- as financial contributors, advocates, and volunteers -- by clearly **communicating our impact and inspiring members** to take ownership of the idea that **the arts and sciences are essential for people and communities to thrive.**



Special Initiative to Advance Diversity and Inclusion

Integral to this plan is the launch of a special initiative to ensure that first-generation and historically under-represented students have opportunities to participate, and to reach out to diverse communities so that Phi Beta Kappa is inclusive and welcoming to all.



Our Strategies



Engage a **new and more diverse group of members, faculty, staff, and leaders** - on campus and in communities - by actively working to make the Society diverse, inclusive and welcoming.



Broaden the appeal of Phi Beta Kappa to the **current generation of students** and recent graduates by giving them a greater voice in Phi Beta Kappa, by acknowledging their concerns and priorities, and by learning from their **active engagement in communities, on campus and beyond.**





Our Mission

The mission of the Phi Beta Kappa Society is to champion education in the liberal arts and sciences, to foster freedom of thought, and to recognize academic excellence.