

Task Force Statement for Mission Clarity and Brand Enhancement Task Force

Mission:

To evaluate and enhance PRP's mission, vision, and brand presence to ensure they accurately reflect our current identity, impact, and aspirations for the future. This task force will explore opportunities to refresh PRP's mission statement, create compelling media content that highlights our achievements, and develop new ways to engage supporters through branded merchandise.

Purpose:

The Mission Clarity and Brand Enhancement Task Force is established to assess and recommend updates to PRP's mission, vision, and brand strategy. The task force will determine whether a redefined or expanded mission and vision are needed to align with the organization's evolving role and broader impact. It will also explore the development of new media content and branded merchandise to amplify PRP's presence and engagement with the community.

Objectives:

1. Mission, Vision, and Core Values Evaluation:

Review PRP's existing mission, vision, and core values to determine if they accurately capture who we are, what we do, and the breadth of our impact.

2. Media Content Strategy for National Tournament Impact:

Assess the need for creating new videos and testimonials that specifically highlight the impact of the PRP National Tournament.

3. Branded Merchandise Development:

Explore the potential for developing PRP-branded merchandise that supporters can purchase, such as apparel, accessories, and memorabilia. If this is a viable option, the committee should do the following:

Key Strategic Priorities and Action Steps:

1) Mission, Vision, and Core Values Refresh

- **Goal:** Determine if PRP's mission and vision statements need to be updated or expanded to reflect the organization's current and future direction. If it is determined that updates are needed, the committee should do the following:
 - **Stakeholder Engagement:** Gather input from board members, staff, volunteers, and community members to understand their perspectives on PRP's mission and vision.
 - **Alignment Analysis:** Review PRP's recent achievements and areas of influence to identify gaps between the stated mission and the organization's actual impact.
 - **Proposed Enhancements:** Develop recommendations for updating or expanding the mission and vision statements, including new messaging that incorporates PRP's full range of impact.

2) Media Content Strategy for National Tournament

- **Goal:** Explore the potential for producing impactful videos and testimonials that showcase the PRP National Tournament's influence. If it is determined that this is a viable option, the committee should do the following:
 - **Media Firm Research:** Explore the potential for selecting and hiring a media firm capable of capturing the essence of the tournament, including student stories, competitions, and overall atmosphere.
 - **Budget and Logistics:** Create a budget and logistical plan for filming, including costs for travel, accommodations, and equipment.
 - **Content Utilization Plan:** Outline a strategy for using the footage across different platforms, including social media, website, and fundraising materials, to increase visibility and engagement.

3) PRP Branded Merchandise Initiative

- **Goal:** Explore the potential for creating PRP-branded merchandise that supporters can purchase, enhancing brand visibility and

providing an additional revenue stream. If it is determined that this is a viable option, the committee should do the following:

- **Market Research:** Conduct surveys and market research to gauge interest in PRP-branded merchandise among supporters, participants, and alumni.
- **Business Plan:** Develop a business plan that includes product selection, pricing, sales channels (e.g., online store, in-person events), and marketing strategies.
- **Operational Plan:** Determine the logistics of production, inventory management, and distribution, including potential partnerships with vendors.

Roles and Responsibilities:

- **Task Force Chair:** Lead the task force, facilitate discussions, and ensure alignment with PRP's strategic goals and timelines.
- **Task Force Members:** The task force will include representatives from the executive committee and each of the 5 Phi Rho Pi Regions. Each member will contribute their expertise to ensure a comprehensive approach.

Deliverables and Timeline:

Deliverables will include a report with recommendations and an implementation roadmap. The task force will present its findings to the president of Phi Rho Pi by May 16, 2025.

Communicating and Reporting:

The task force chair will provide monthly updates to the president. A final presentation will be made to the executive committee during their summer 2025 retreat.

Success Metrics:

- Clear alignment and enhanced stakeholder understanding of PRP's updated mission and vision.
- Successful creation and dissemination of impactful media content that resonates with the PRP community and beyond.
- Increased engagement and visibility for PRP through new media content and merchandise offerings.
- Positive reception and measurable engagement from the PRP community regarding new videos and testimonials.

Conclusion:

The Mission Clarity and Brand Enhancement Task Force is dedicated to ensuring that PRP's mission, vision, and brand presence are aligned with our current and future impact. By refining our identity, creating compelling media content, and exploring new ways to engage our community through branded merchandise, we aim to strengthen PRP's connection with supporters and amplify our impact as we move forward.