



GET STARTED: A Guide to Strategic Action Planning

How to begin...

1. Review DKG's Mission and Vision Statements and the seven society purposes.
2. Use **SWOT** procedures to consider your chapter's **STRENGTHS**, identify **WEAKNESSES**, determine **OPPORTUNITIES**, and list **THREATS** (or obstacles).
3. Based on your SWOT findings, select focus areas (i.e. Membership, Member Participation, Leadership, Programs/Projects, Communications, Finance, etc.).
 - Where are you now?
 - Where do you want to be?
 - How can you get there?

A good plan today is better than a perfect plan tomorrow.

Writing your chapter plan...

1. Decide on one *area of focus*. **For example:** Membership.
2. Write one or more *objectives* for the area of focus. Objectives need to be SMART — **S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**ime-based. **For example:** to increase chapter membership during the current biennium
3. Write one or more *activities* to reach the objective. **For example:** Initiate new members at least once a year.
4. To complete the process, indicate the *group or individual responsible* for the progress of each activity. **For example:** Membership Committee
5. Follow through on chapter activities and periodically assess progress. Continue success activities and devise new ones so that your progress continues.
6. Choose another area of focus and repeat the process.

Resources to help develop your SAP

- DKG International's Strategic Action Plan is available at the state website: <http://www.alphaalphapa.com/information.html>. You will also find archived issues of *As the SAP Rises*, DKG's newsletter designed to support developing your chapter's SAP.
- Look for Alpha Alpha's SAP to be posted on the state website soon!
- Find the link to the SAP PowerPoint presented at 2012 State Convention and Fall Area Conferences at <http://www.alphaalphapa.com>

SAP FAQ's

Why develop a Strategic Action Plan?

- To know where you are going; without a roadmap, you could end up lost!
- Systemic planning attracts younger members and provides a sense of unity and commitment.

Who should be involved?

- All chapter members should work together as a team during the planning, approval, and implementation processes.

Must all plans look the same?

- No, each chapter has different strengths and needs, so each chapter's plan is unique.

Contact an Alpha Alpha State Strategic Planning Committee Member for assistance

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SAP... a plan for your chapter's future!