

Strategic

Action

Planning



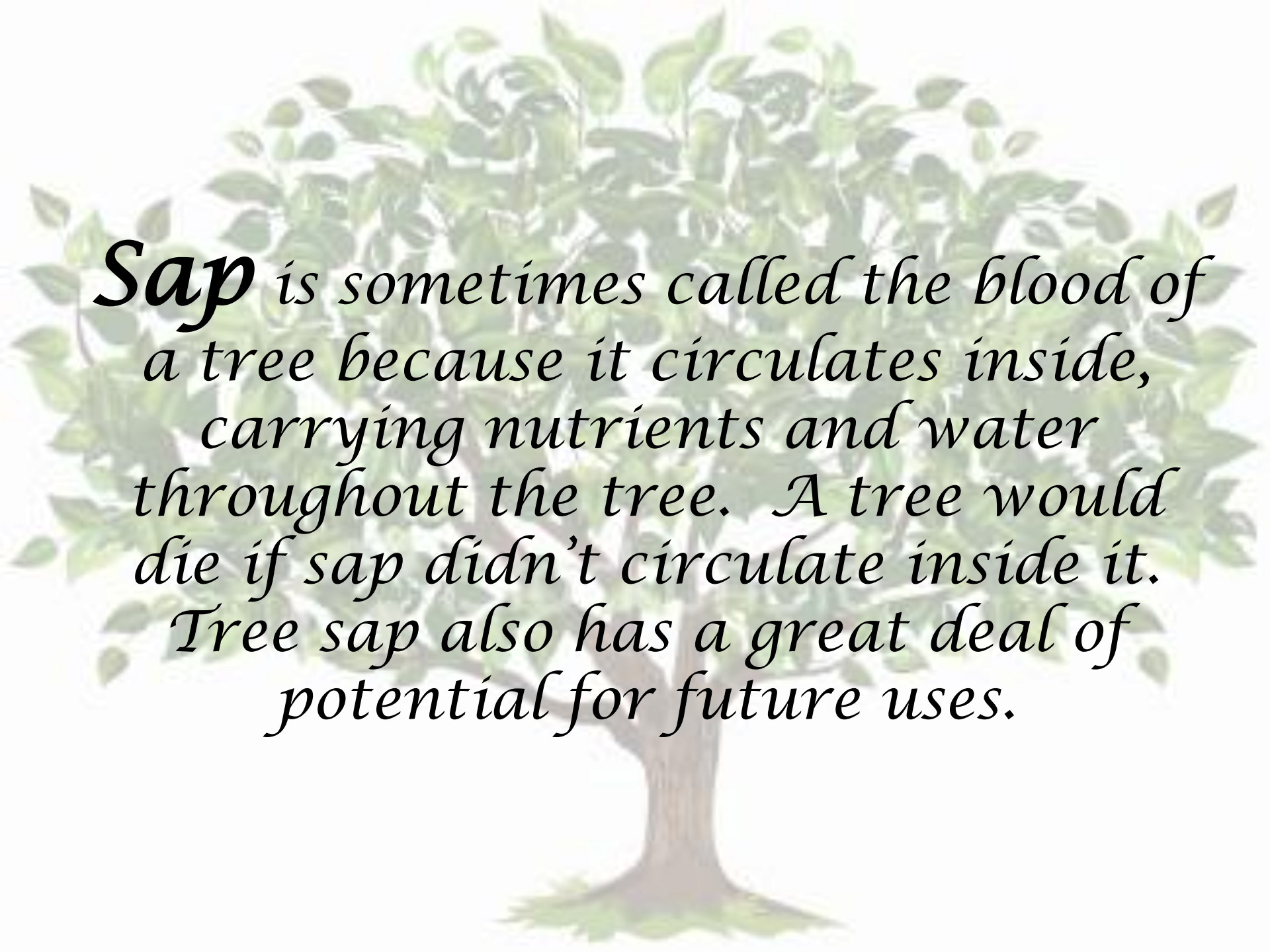
2012 Alpha Alpha State Convention

Strategic Action Plan Committee

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Sap is sometimes called the blood of a tree because it circulates inside, carrying nutrients and water throughout the tree. A tree would die if sap didn't circulate inside it. Tree sap also has a great deal of potential for future uses.

Strategic Action Planning (SAP) is critical to strengthening the life of

- [Delta Kappa Gamma Society International](#)
- Alpha Alpha State
- YOUR chapter



FAQ's



- **What is a Strategic Action Plan?**
 - A Plan for the Future!
 - What would you like to see happening in your chapter?
- **Why develop a plan?**
 - To know where you are going. Without a “roadmap,” you could end up lost!
 - A plan on paper ensures action.
 - Systematic planning attracts younger members and gives purpose.
 - Planning together provides a sense of unity and commitment.

FAQ's



- **Who should be involved?**
 - All members should be involved in the planning process as well as approval of the plan
- **How is a Strategic Action Plan developed?**
 - Chapter members work together as a team generating goals, strategies for achieving them, and persons or committees responsible for implementation
- **What is the suggested format?**
 - Include areas of focus, objectives, measurable activities, and responsible persons/committees
 - Not all plans will look the same; your SAP should fit your chapter's needs and address the areas of focus you feel are important

*Planning is bringing the future
into the present
so that you can do
something about it.*

Alan Lakein

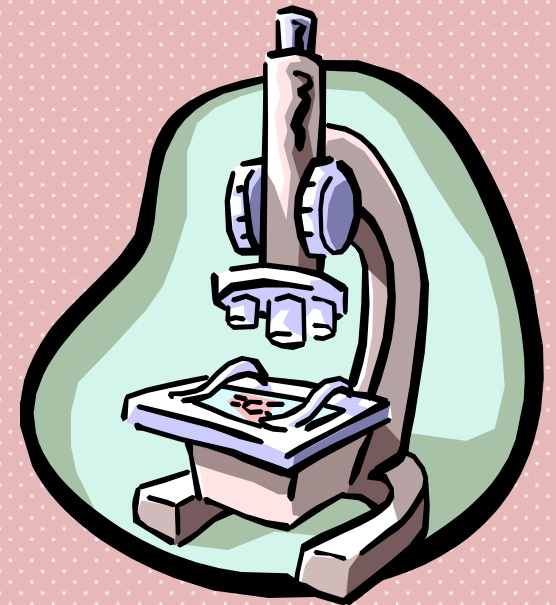




Strategic Action Planning

is not studying the stars or copying other chapters.

Strategic Action Planning is looking at your own chapter through a microscope. What are you doing well? What do you need to work on? Where do you see your chapter in the future? How can you get there?



Consider your
chapter's

STRENGTHS

Identify your
chapter's

WEAKNESSES

Use the

SWOT

procedure

Determine your

OPPORTUNITIES

List the **T**HREATS
(obstacles)

Areas of Focus

“As the gardener, by severe pruning, forces the sap of the tree into one or two vigorous limbs, so should you stop off your miscellaneous activity and concentrate your force on one or a few points.”

Ralph Waldo Emerson



Areas of Focus:

What's important to your chapter?

- Membership?
- Member Participation?
- Leadership for Chapter?
- Programs/Projects?
- Communications?
- Finance?



Areas of Focus

- What one or two things would make the most difference in your chapter?
- In what areas does your chapter need to focus?
- Remember to keep it simple.
- Activity



Areas of Focus:

What's important to your chapter?

- Membership?
- Member Participation?
- Leadership for Chapter?
- Programs/Projects?
- Communications?
- Finance?



Objectives are

- **SMART**
 - **S**pecific
 - **M**easurable
 - **A**chievable
 - **R**ealistic
 - **T**ime based



Action Steps Include

- The Action
- Committee/Individual responsible
- Measurement to determine accomplishment
- Timeline for completion



Scenario...what do you think?

Our chapter has identified leadership as a focus area and set an objective of supporting effective leadership development. We wrote the following activity:

Design a model for identifying and recruiting potential leaders.

In your group, discuss whether this activity is SMART (specific, measurable, achievable, realistic, time based).

Scenario...what do you think?

Our chapter has identified membership as a focus area and set an objective of ensuring membership growth. We wrote the following activity:

The Membership Committee will conduct the initiation of new members at least once a year

In your group, discuss whether this activity is SMART (specific, measurable, achievable, realistic, time based).

Activity

- Choose one area of focus from your SWOT
- Develop one objective for this area of focus
- Write one activity to accomplish this objective



In a nutshell . . . chapters

- Identify strengths and weaknesses
- Select one or two areas of focus
- Write objectives for the areas of focus
- Determine activities to meet the objectives
- Assign a committee/individual to supervise/oversee movement toward the objective
- Establish a timeline to evaluate progress
- Repeat the process . . . Your SAP is always running. Continue to prune.



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

George S. Patton



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