

STRATEGIC PLANNING

Achieving results within your chapter is vitally linked to the development of a Chapter Strategic Plan. The planning process focuses the efforts of all officers and ensures that everyone in the chapter understands the specific role they will play in achieving results.

Planning Components:

1. Define the chapter's **vision/mission** (a clear, unmistakable picture of where you are headed as a chapter).
2. Define chapter **goals**. Goals point the way to the vision /mission. They state in specific measurable terms what your chapter hopes to achieve in the next 6-12 months.

Goals should be S.M.A.R.T.— *specific, measurable, attainable, realistic, and time-bound.*

Goals must contain

three components: **I** an action.....*Raise chapter GPA,*

I a measurable result.....*by .23%,*

I and a deadline*by the end of the second semester.*

3. Develop **action plans** to accomplish each goal. Determine who will be responsible for completing each action and when each action should be completed.
4. Determine the **roadblocks or barriers** that you may encounter in implementing your goals. Document the proactive steps you can take to overcome each roadblock/barrier.
5. Identify your **resource needs** (e.g., financial, facilities, people, time, or equipment). Define *what you have, what you'll need*, and your *procurement plan* to get needed resources.

Strategic Planning is a continuing process...not something you do once a year at BLTW and then forget. The power of the process comes only when you use and refer to your plans regularly. That is why it is critical to document your plans. The pages that follow contain blank planning forms you will use here at BLTW to initiate your chapter planning.

