

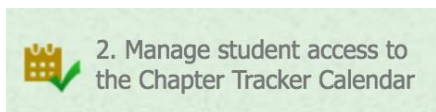


# Developing Your Chapter's Strategic Plan

**Purpose:** This guide outlines the essential steps to develop a new strategic plan and have students lead the process. Included in this guide are tips to build a quality mission statement and complete a SWOT analysis to create important POA activities and new initiatives.

## Step 1: Establish Student Leaders

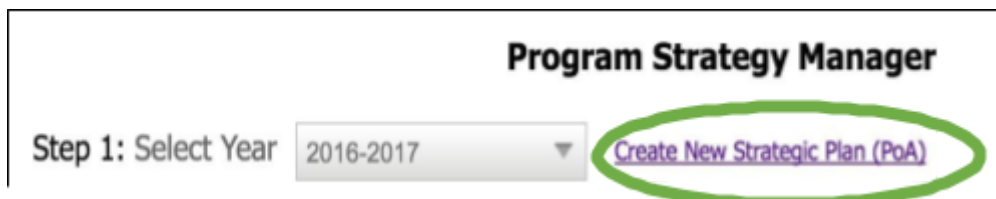
Using your student account list, select students to guide your program's strategic plan and activities.



Select students by clicking the "TRACKER" menu tab, then click #2 menu item to assign student leaders.

## Step 2: Develop your POA Planning Dates

Click "Develop and Manage your Strategic Plan" to develop your POA planning dates. (Typically 12 months.)



The following steps involve working with your student leaders in each area:






## Step 3: Strategic Planning

These essential planning areas involve teachers and students exploring the program's mission and values to establish objectives and develop a strategic action plan for events.

### 1. Mission Statement:

Usually includes an action word such as "To achieve \_\_\_\_". Review these examples:

 <b>MONSANTO</b> "...committed to <u>supporting research</u> with academic and USDA scientists ..."	 "...is dedicated to <u>making a positive difference</u> in the lives of students by developing their potential for premier leadership..."	 "...to <u>enhance and strengthen</u> the lives of rural Americans ..."
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Build Your Program's Mission Statement using ideas such as:

Our Chapter is:	We exist to	We hope to:	Our goals are to:
Our mission at [Chapter Name] is to...	Recruit and develop young leaders...	Provide each an opportunity to...	Learn about agriculture and prepare students for their future...
Your Ideas are:			

## 2. Vision Statements (Objectives):

A one-sentence statement describing the clear and inspirational long-term desired change from your chapter. On average, these are about 10 to 15 words and you can develop up to six statements. Our objectives are:

- 1:
- 2:
- 3:
- 4:
- 5:
- 6:

Be Creative &  
Honest for this to  
Work!

## 3. Strengths, Weaknesses, Opportunities, and Threats (SWOT):

This section helps develop strategic, actionable events that help your program achieve its mission. Use

this table to brainstorm ideas. Write short statements in each quadrant:

<b>INTERNAL</b> THESE ARE ABOUT OUR CHAPTER, POTENTIALLY FROM STUDENTS	<b>Strengths</b> We are good at _____.	<b>Weaknesses</b> We lack confidence or need help in _____ area(s).
<b>EXTERNAL</b> THESE ARE OUTSIDE OUR CHAPTER, BUT IMPORTANT TO CONSIDER	<b>Opportunities</b> Our chapter's current trends are _____.	<b>Threats</b> _____ prevents our successes.

**Matching & Converting:** Use SWOT analysis results to...

1. Match Strengths to Opportunities: This will help identify areas for growth to strengthen the program.
2. Convert Threats/Weaknesses to Opportunities: Is it possible to convert threats or weaknesses into opportunities? If not, develop ideas that will minimize adverse effects on your chapter.



**Photos:** Pictures are a great way to not only document your chapter's activities and accomplishments, but to help tell your story in your POA for others to see. To get a picture to populate in your final POA/Strategic Plan report and/or the version you submit to your state FFA office (if required), you'll need to include a caption of a few words or sentences that describe what's going on in the photo. Pictures without captions do not print or show up in the final PDF.

## Define Your Leaders, Develop Committees, and Develop Related Action Events!



Be sure to review our other POA guides for student leaders, action plans, and budgeting.