# Developing Your Chapter's Strategic Plan

Purpose: *This guide outlines the important steps to develop a new strategic plan and have students lead the process. Included in this guide are tips to develop a quality mission statement, complete a SWOT analysis, develop new important POA activities and develop/manage an overall budget.*

Step 1: Establish Student Leaders
Using your student account list, select students to guide your program's strategic plan and activities.

> 2. Manage student access to the Chapter Tracker Calendar
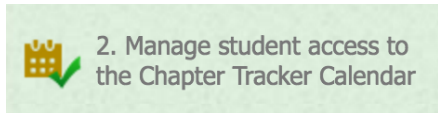
Select students by clicking the "TRACKER" menu tab, then click #2 menu item to assign student leaders.

Step 2: Develop your POA Planning Dates
Click "Develop and Manage your Strategic Plan" to develop your POA planning dates. (Typically 12 months.)

Program Strategy Manager

Step 1: Select Year | 2016-2017 ▼ | Create New Strategic Plan (PoA)

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

| Strategic Planning | Student Leadership | Action Events | Program Budget |

Step 3: Strategic Planning
These important planning areas involve teachers and students exploring the program's mission and values in order to establish objectives and develop strategic action plan events.

1. Mission Statement:
Usually includes an action word such as "To achieve _____". Review these examples:

MONSANTO	FFA	FB
"...committed to **supporting research** with academic and USDA scientists ..."	"...is dedicated to **making a positive difference** in the lives of students by developing their potential for premier leadership..."	® "...to **enhance and strengthen** the lives of rural Americans ..."

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:

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

Matching & Converting: Use SWOT analysis results to…
1. Match Strengths to Opportunities: This will help identify successful areas to grow 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 negative effects on your chapter.

These important planning areas involve teachers and students exploring the program's mission and values in order to establish objectives and develop strategic action plan events.

Step 4: Define/Review Your Student Leaders:

Strategic Planning	Student Leadership	Action Events	Program Budget

- ✓ Review or assign FFA Officers, define committee leaders, members and committee objectives.
- ✓ Students selected as leaders will also be recorded in their record book.
- ✓ Direct your student leaders (Step #1) develop this area and coordinate with students.

![The AET - Agricultural Experience Tracker logo]

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Step 5: Develop Action Events (POA Activities) – Complete this online to establish important activities that achieve your program's mission and vision. The key points are outlined here.

Strategic Planning	Student Leadership	Action Events	Program Budget

- ✓ Adding a **"+ New Event"** creates a new activity that aligns to your strategic planning dates.
- ✓ Once added, filter your list by a "committee area" to review important POA activities.
- ✓ In each event, enter (1) goals, plans, outcomes, (2) planning dates, (3) outcomes and (4) photos

Action Events   +New Event

Committee Filter: | Growing Leaders - Leadership ▼   Month Filter: | All Events ▼

JUL 1	**Officer Planning Meeting** 🕐 7/1/2016	👤 Leadership
JUL 21	**Planning 2016-17 POA Activities - Chapter Retreat** 🕐 7/21/2016	👤 Leadership

Step 6: Develop a Program Budget – Create an entire program budget and connect to budget items to each committee and related activities.

Strategic Planning	Student Leadership	Action Events	Program Budget

Income:

Sources of Funding	Program Budget	Estimate from Events	Actual Income	Differences (Actual - Estimate)
Beginning Balance	$12,000.00			
School Funding (School Budget and other Funds)	$10,000.00		$5,000.00	
FFA Funding (Dues and Other)	$0.00		$0.00	
Other Sources of Funding				
SUB TOTAL	$22,000		$5,000	
Leadership Committee	$500.00	$16	$0	($16)
Healthy Lifestyle Committee	$100.00			$0
Scholarship Committee	$15,000.00			$0
Personal Growth Committee	$0.00			$0
Career Success Committee				$0
"GROWING LEADERS" SUB TOTAL	$15,600	$16	$0	($16)
Environmental Committee				$0
Human Resources Committee				$0
Citizenship Committee				$0
Stakeholder Engagement Committee				$0
Economic Development Committee				$0
"BUILDING COMMUNITIES" SUB TOTAL	$0	$0	$0	$0
Support Group Committee				$0
Chapter Recruitment Committee				$0
Safety Committee				$0
Agricultural Advocacy Committee		$5,016	$0	($5,016)
Agricultural Literacy Committee				$0
"STRENGTHENING AGRICULTURE" SUB TOTAL	$0	$5,016	$0	($5,016)

To Start the Year, Develop a Total Program Budget:
- ✓ Program Budget is sources and uses of funds
- ✓ Identify a beginning year balance
- ✓ List estimated sources by committee area
- ✓ List estimated uses of cash by committee area

💡 **This can develop a total program budget**

As activities progress and develop:
- ✓ Enter estimated income and expenses by activity
- ✓ Once complete, enter actual income and expense
- ✓ Use this total budget to compare activity income and expenses and review impact on total budget.

💡 **This provides committee budgets and results**