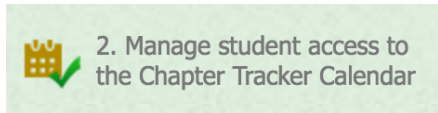


Developing Your Chapter's Strategic Plan to Build a Successful Program (POA)

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 and complete a SWOT analysis to develop important POA events. Each area helps build a quality National Chapter Award.*

Step 1 - Establish Your Student Leaders – *Using your student account list, select your student leaders to guide your program's strategic plan and action events, which all are parts of your strategic plan.*



Student leaders typically include chapter officers and committee leaders to develop your program of activities (POA).

Step 2 – *Develop your POA planning dates (typically 12 months)*



Program Strategy Manager





Step 1: Select Year [Create New Strategic Plan \(PoA\)](#)

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

Strategic Planning	Student Leadership	Action Events	Program Budget
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Step 3 – Strategic Planning – *These are important planning areas that involve teachers and students exploring the mission of the program, values statements to establish objectives and exploring unique situations to develop strategic action plan events.*

- a. **Mission Statement** – Usually includes an action word such as “To achieve ____”. Review these examples:

 MONSANTO "... 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..."	 JOHN DEERE "For those who build upon the land. John Deere is committed to your success. "	 FB "... to enhance and strengthen the lives of rural Americans ...".
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Build Your Program's Mission Statement:

Our Chapter is:	We exist to:	We hope to:	Our goals are to:
<i>Our mission at Anywhere chapter is to ...</i>	<i>recruit and develop young leaders...</i>	<i>and provide each an opportunity to</i>	<i>learn about agriculture and prepare for their future</i>
<i>Your Ideas:</i>			

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b. 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:



c. Strengths, Weaknesses, Opportunities and Threats (SWOT)

– This section helps develop strategic actionable events that help your program achieve the mission.

Use this table to brainstorm some ideas (short statements of ideas):

<p>INTERNAL – THESE ARE ABOUT OUR CHAPTER; POTENTIALLY FROM STUDENTS</p>	<p>Strengths We are good at _____</p>	<p>Weaknesses We lack confidence in ___ or need help in ___</p>
<p>EXTERNAL – THESE ARE OUTSIDE OF OUR CHAPTER, BUT IMPORTANT TO CONSIDER</p>	<p>Opportunities Current trends are ___ for our chapter</p>	<p>Threats ___ prevent our successes</p>

Matching & Converting – using the results from SWOT:

1. **Match Strengths To Opportunities** – this will help identify successful areas to grow the program
2. **Converting** – Is it possible to convert threats or weaknesses into opportunities? If not, try to develop ideas that will minimize their effect.



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