

Student Chapter Strategic Planning Guide

What is Strategic Planning?

The process by which leaders of an organization come together to:

- Envision its future
- Establish its goals
- Empower its membership to made decisions

What does strategic planning accomplish?

- Ensures that actions and decisions are based on shared values and beliefs
- Clarifies goals and strategies in a measurable way
- Establishes a level of accountability for members

Why do NKBA Student Chapters need a strategic plan?

- Helps to promote positive energy for the chapter
- Integrates members thinking toward a common purpose
- Promotes a framework for action

Who is involved in the Student Chapter strategic plan?

- The NKBA Student Chapter Board
- Any interested students
- NKBA Accredited Program Coordinator
- Ask for assistance from the VP Accredited Relations

How to begin the strategic planning process

Before you begin, you need a picture of what the upcoming year looks like in terms of the school year. By following the steps listed below, you will be able to see how much time will be available for your student chapter.

1. Get a blank calendar that covers the entire school year
2. Mark the beginning and end dates of each term – note dates of midterms, finals, etc.
3. Fill in all holidays, vacations and days off
4. Fill in any special events or trips planned by your department
5. Mark the dates for events planned by your NKBA Student Chapter

Things to consider in your Student Chapter Strategic Plan

1. Conduct an environmental scan – Look at things beyond your control – economic, technological, political, cultural, social, demographic and environmental issues. These issues include what is happening now in your community and what you can foresee will happen in the future. This is the “Big Picture”.

2. Analyze the Situation – Look at the things your student chapter can control – the internal situation and conditions of your student chapter. Look at your chapter's
- Strengths – what your chapter does well
 - Weakness – what your chapter does not do well or does not have the resources for
 - Opportunities – what opportunities do (or will) exist
 - Threats – what threats are facing your student chapter; how can they be turned in opportunities

Ask these questions:

- What are the capabilities and interests of your members?
- What are your financial and technological resources?
- What programs, events and services can you offer your members?
- What are the workloads and outside work obligations of your members?
- What are the talents of your members?

3. Create a Mission Statement

Your student chapter mission statement should be in line with the NKBA Mission Statement. Your mission statement says what your chapter is about and what it does. It provides a template for the decision making of your chapter.

Ask these questions:

- What function or purpose is being performed?
- Who are we serving by presenting this event or program?
- How will we be able to do this?
- Do we have enough people, time and/or funding?
- Does this further our purpose or what we do?

4. Make Decisions and Set Goals

Look at the many things your student chapter can do and the many ways to do it. Once you have several ideas written down, take the best of them and begin to develop your plan. Look at the details; define objectives, strategies and tactics; and find the best way to get the job done.

Objectives

Specific accomplishments you want to achieve within the year.

Strategies

Statements of exactly how you will achieve the objective.

- Specific time frame
- Resources needed

- Measurable attributes

Tactics

Tactics are the real plan for accomplishing the strategies (who will do what, by when?) Choose people, define their jobs, determine their financial resources and give them a deadlines and expectations.

5. Budgeting

Determine how your student chapter will fund its plan, based on estimated income and expenses. List the projected incomes and expenses so you can see what your chapter will be able to do with its funds. You may need some fundraising projects to carry out programs for your student members.

6. Strategic Plan Review

Midway through the year take a look at your plan and evaluate how it is working for your chapter.

- Are you accomplishing the objectives you set out in the strategic plan?
- Are you ahead of schedule or running behind?

Determine why things are happening, both good and bad. Make notes on your progress and pass on to next year's committee. This allows your chapter to grow in strength and success, as well as increase membership.