Faculty Disclosure

• Faculty Name: Jessica Wendorf, BS, CAE, CNP
• Conflicts of Interest: None
• Employer: Sigma Theta Tau International
• Sponsorship/Commercial Support: None

• Faculty Name: Julie Jones, RN-BC, MS
• Conflicts of Interest: None
• Employer: Fletcher Allen Health Care
• Sponsorship/Commercial Support: None
Objectives

• Understand the phases of strategic planning

• Utilize a Strategic Planning Guide to develop a strategic plan

• Learn how to implement the strategic plan to facilitate a unique membership experience
WHY
BOTHER?
Gather your TEAM

The president leads the process

Every board member is involved

A member (non-chapter leader)

Multiple committees for implementation
Develop Your Chapter Goals
Define Purpose and Timeline
Review Your Past and Present
Have a “What if?” Discussion
What have you learned?
Phase One: Prepare

- Gather your TEAM
- Develop your chapter goals
- Understand the purpose and make an overall timeline
- Review your past & your present
- What if discussion & discuss what you have learned
Prepare

Brainstorm

Create

Implement

Review
Phase Two: Brainstorm

✓ SOAR
APPROVED
Phase Three: Create

✓ Create Strategic Plan

✓ Approval of Strategic Plan
Prepare

Brainstorm

Create

Implement

Review
A GOAL WITHOUT A PLAN IS JUST A WISH.

-Antoine de Saint-Exupery
Phase Four: Implement

✓ Action planning
ACCOUNTABILITY
Phase 5: Review

✓ Review
✓ Accountability
Try it Out!

• Prepare
  • We have gathered our TEAM for you!
  • Help us complete a strategic plan
Questions?
Upcoming Sessions

• What's in it for ME? How to Provide Membership Benefits

• Harnessing the Power of the Digital Age: Best Practices for Chapter Websites

• Sustainability Skills: Making it Through your First Years as a Chapter

• Five Factors to Foster Board Unity