



# SOAR to Success!

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# Faculty Disclosure

- Faculty Name: Katherine Rogers
- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None
  
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- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None

# Objectives

- Utilize a Strategic Planning Guide to develop a strategic plan
- Learn how to implement the strategic plan to facilitate a unique membership experience

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## **Bylaws**

Governing document of the chapter, with minimum requirements for operations.

## **Policies & Procedures**

Clearly states how the chapter will uphold the bylaws and govern itself.

## **Goals**

Helps your chapter strive toward creating the ideal membership experience.

## **Strategic Plan**

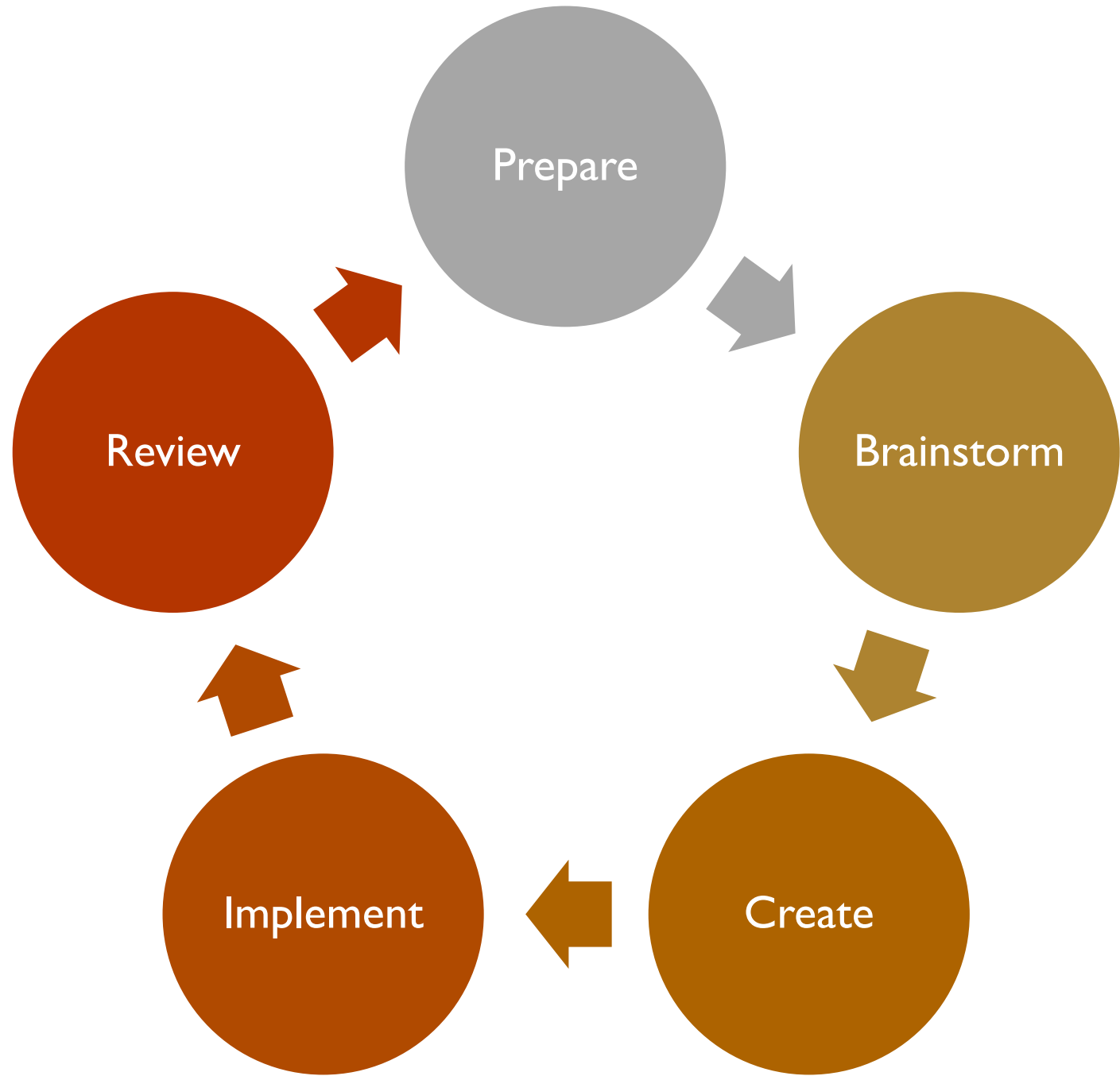
Creates an action plan for meeting those goals.

# WHY BOTHER?

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# Gather your TEAM

**T**he president leads the process

**E**very board member is involved

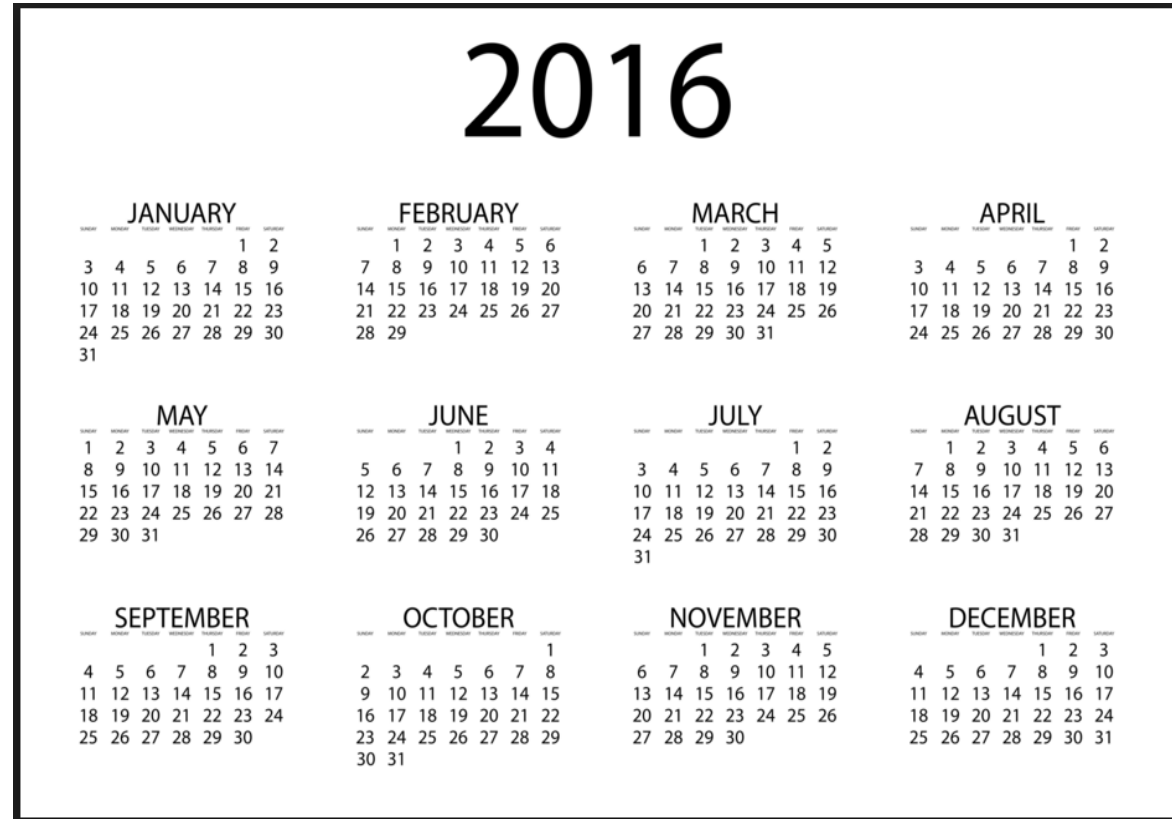
**A** member (non-chapter leader)

**M**ultiple committees for implementation





# Define Purpose and Timeline



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# Have a “What if” discussion



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# “What if?” Questions

- What if your chapter closed? Would your members miss you?
- What if the mission of STTI changed drastically?
- What if everyone were active?
- What if the chapter did every activity virtually?
- What if another chapter moved in next door?
- What if we hired staff?
- What if the school of nursing doubled enrollment?
- What if the school of nursing enrollment decreased?
- What if the chapter received a large sum of money?
- What if our chapter incurred a significant financial loss?

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# Develop Your Chapter Goals

- Increase membership participation
- Obtain a Chapter Key Award
- Create advocates at every nearby clinical site

What are YOUR chapters goals?

What have you  
LEARNED?

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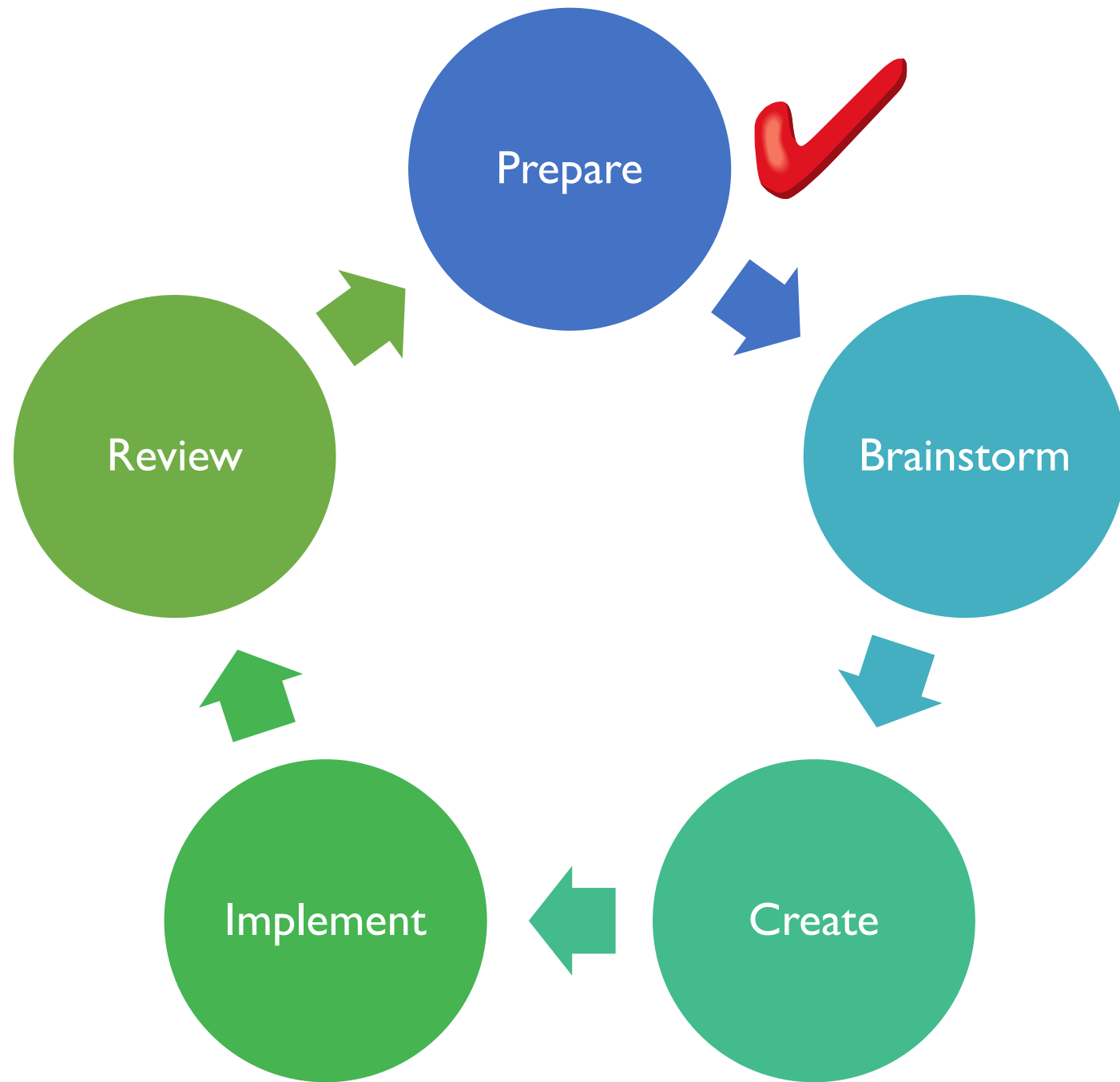
# Sample Questions

- What surprised you about this information?
- What did you expect to hear that you didn't?
- Do the answers to your questions match the mission, vision and values of the society?
- Does the information match the culture of our chapter?
- What was the largest need, request, and desire from the membership?
- What is one item that will be a challenge to fulfill? Why?
- What is something we do that no one knows about?

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**S**

Strengths

**O**

Opportunities

**A**

Aspirations

**R**

Results



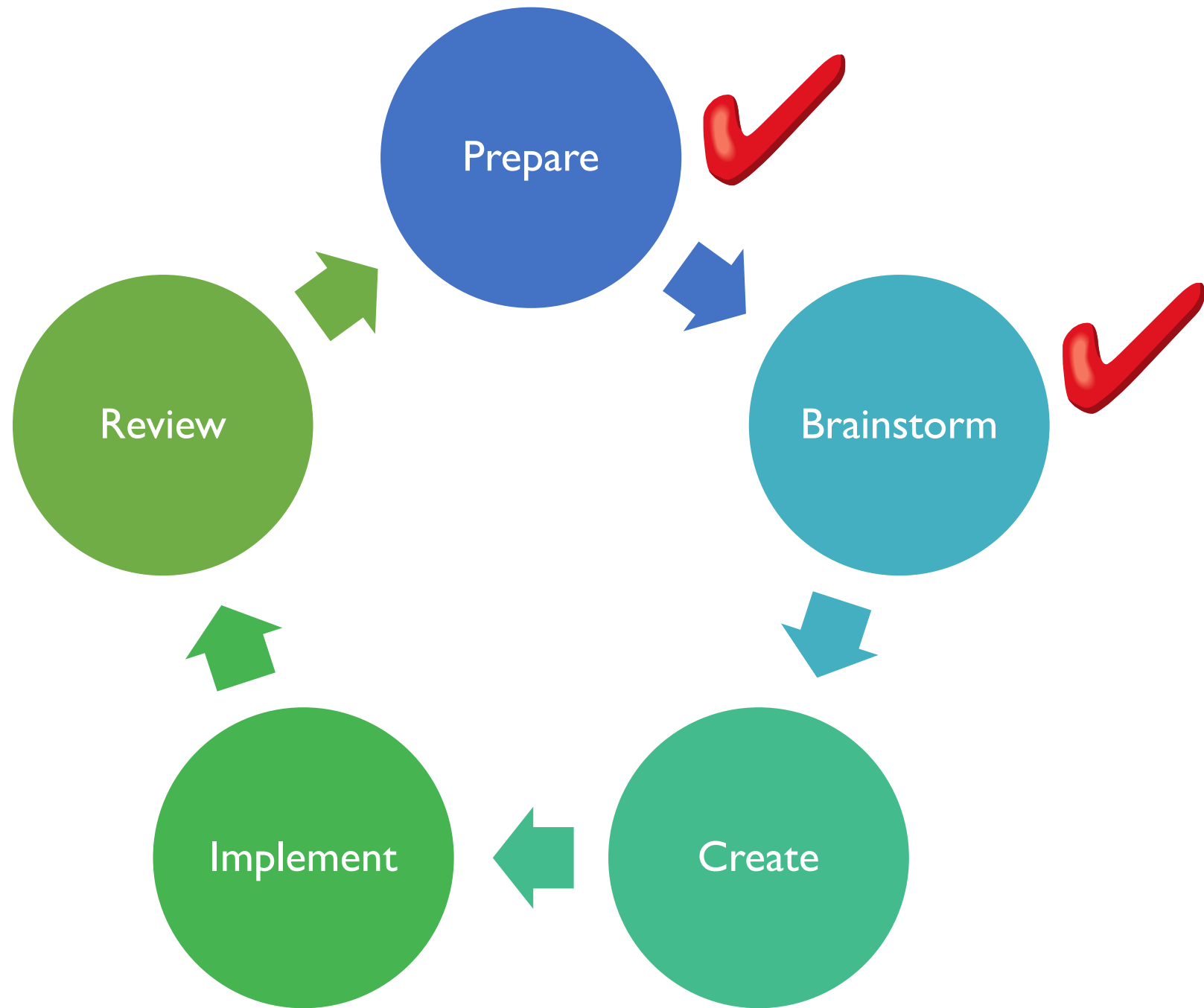
# How do you SOAR?

1. Write strength, opportunity, aspiration and result on either a chalk board, white board or on presentation paper so that everyone can see them.
2. As a group approach each item in order (strength, opportunity, aspiration and result) and brainstorm about each one. There is no limit to your brainstorming
3. During your brainstorming, read the above definition and use what you have learned to create your ideas.
4. After each one talk about how the information before and the brainstorming about the last areas have helped you reach those ideas.

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# Consider opportunities that are:

- **S**pecific
  - **M**easurable
  - **A**chievable
  - **R**ealistic
  - **T**ime-bound
- 
- And, as always, goals should:
    - Stay within the organization's mission and values
    - Grow the membership benefit

# Create a well-informed and excited candidate pool for upcoming inductions

- KPI – Increase induction acceptance by 10%
  - Current acceptance rate: 35%
  - Deadline 2016 - July

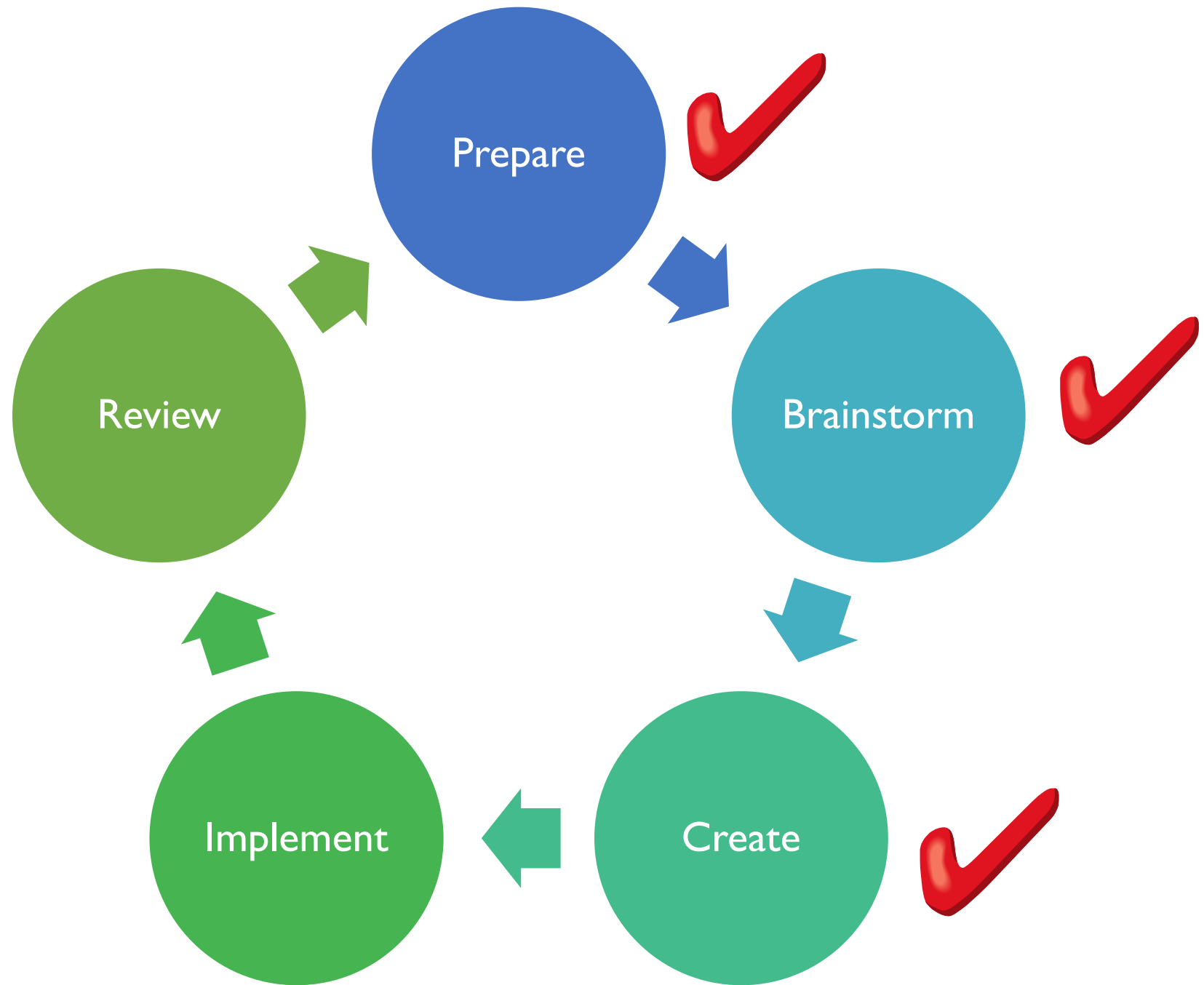
**APPROVED**

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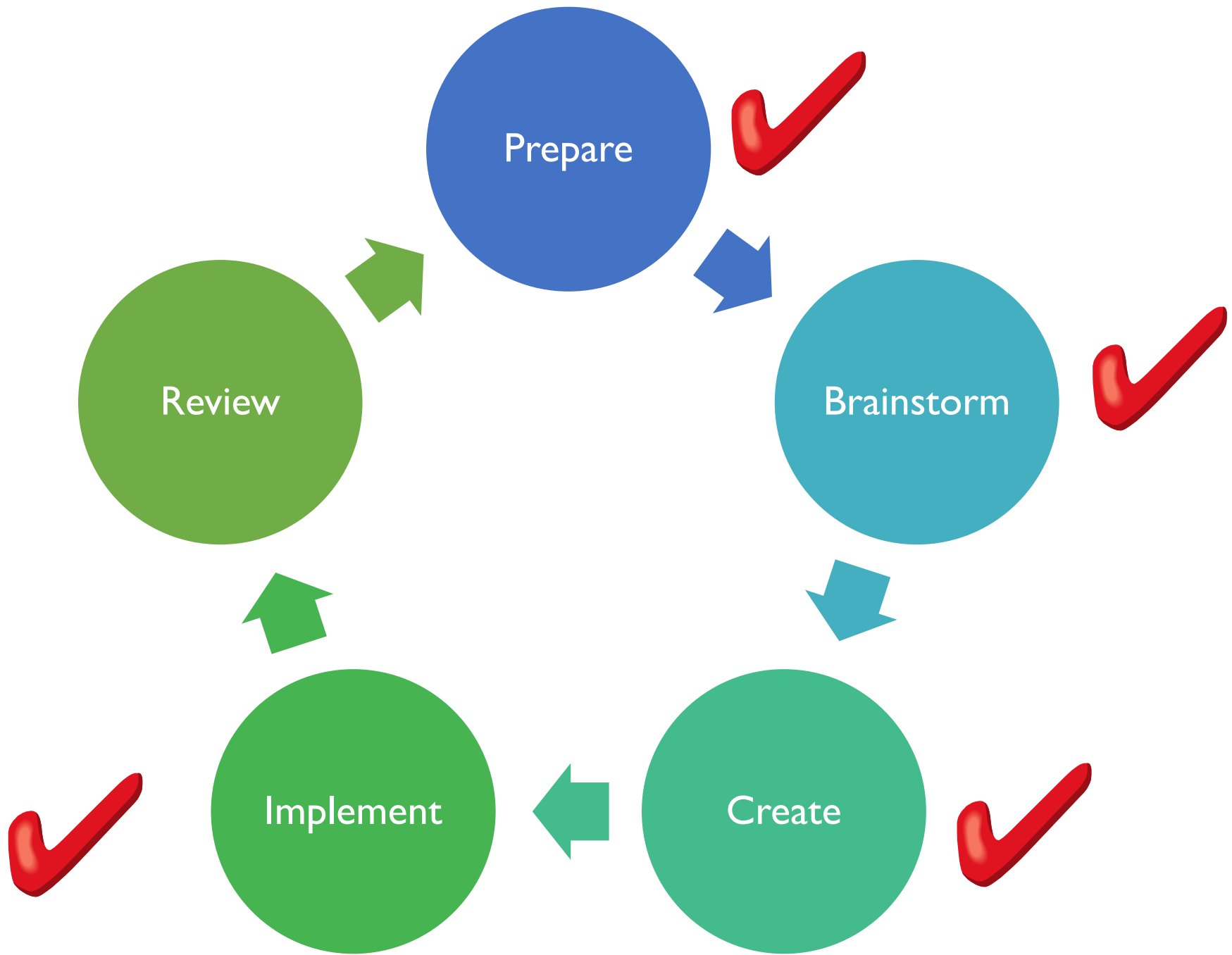
A GOAL  
WITHOUT  
A PLAN  
IS JUST  
A WISH.

-Antoine de Saint-Exupery



# Create a well-informed and excited candidate pool for upcoming inductions

- KPI – Increase induction acceptance by 10%
  - Current acceptance rate: 35%
  - Deadline 2017 - July
- Action item 1: Increase recruitment communication by 60%
  - Utilize flyer from SPARK to have a table @ new student orientation (September 2016) to promote
  - Counselor and Governance chair – meet with nurse managers at Hospital to promote STTI and chapter (complete by December 2016)



# Determine how often your board needs to review to ensure desired results:

- Every board meeting?
- Quarterly?



# During board review ...

- Discuss Results:
  - What worked well
  - What has not worked well
  - Should this activity continue, or does it need to be removed
  - Does an activity need adjustment
  - What was the return on the investment for this activity
  - Did we accomplish the items we set out to with this plan/activity
  - Were we under or over budget, why
- Feasibility of the plan (time and budgetary)
- Timeline for new strategic plan

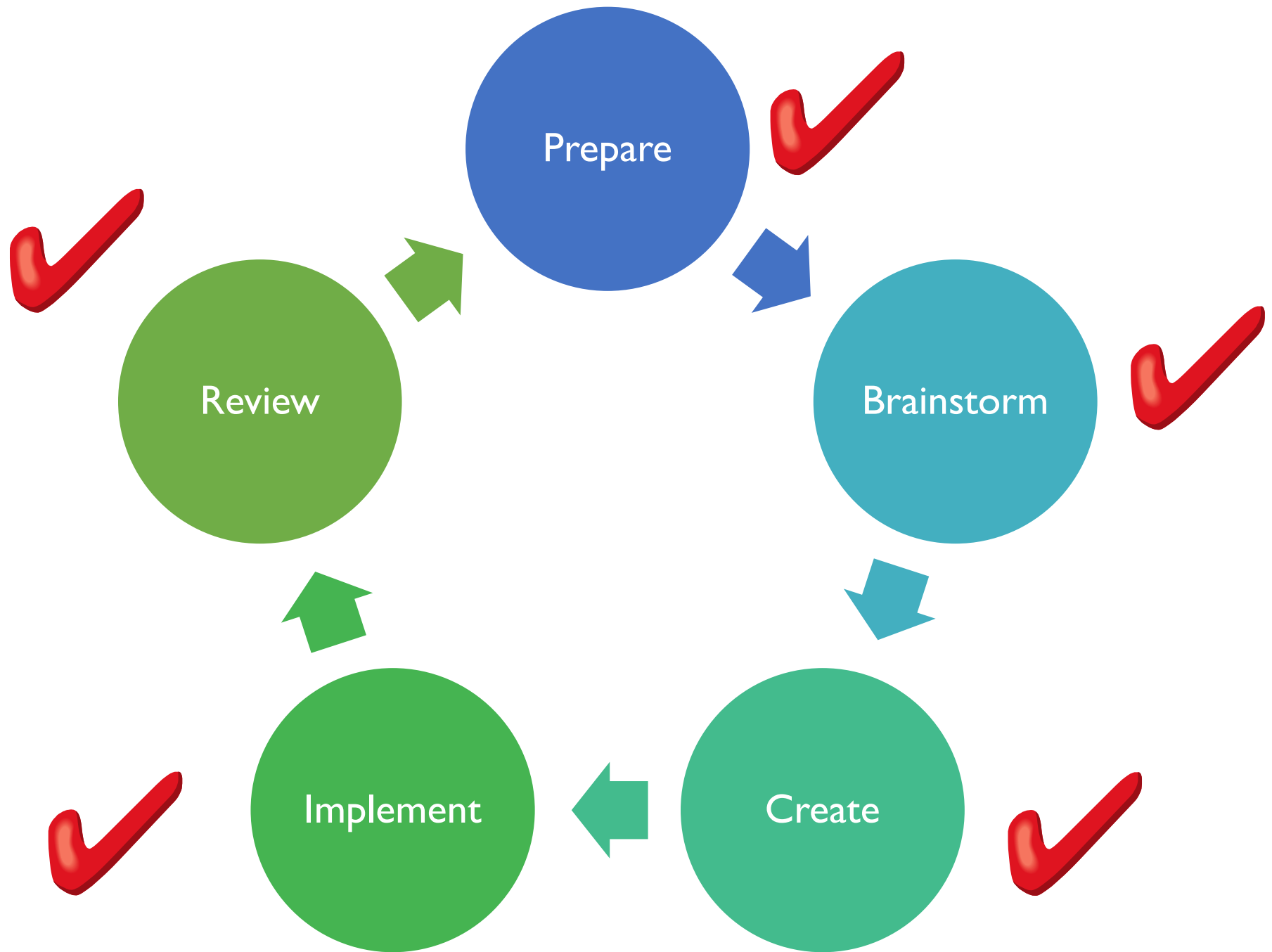


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Questions?

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