Who am I?

2017 Chapter Leadership Academy: #SVALeads
Programs

Advocacy

Research

HOW SUCCESSFUL ARE STUDENT VETERANS?

SUCCESS RATE

COMPLETED 54%

PERSISTING 18%

72%
Who are you?

- Name
- School
- 1 Strength
- 1 Weakness

2017 Chapter Leadership Academy: #SVALeads
CLA #1 Goals

- Introduce strategic planning processes
- Define your chapter's mission
- Build the goals to execute that mission
- Expose you to some key resources to help build a sustainable organization
- Guide you to build the network that aids you in delivering your plan

A link to a “fill as you go” worksheet is available in the Chat Feature of the Webinar to guide you through the Work Group Activities (this will be very beneficial to building your Chapter Business Plan!).

2017 Chapter Leadership Academy: #SVALeads
Hills and Valleys

2017 Chapter Leadership Academy: #SVALeads
Key Elements of a Chapter Plan

- **Campus Culture** – what are the things that make your campus unique?
- **Mission** – your reason for existing
- **Goals** – “big picture” things you would like to achieve
- **Objectives** – things you think you will need to do to meet your goals
- **Strategies** – your actions; details about how you will work on our objectives
- **Budget** – how you are going to pay for it all

2017 Chapter Leadership Academy: #SVALeads
Campus Culture: What is it?

- Type of Institution & Location
- Number of Students & Number of Student Veterans
- Chapter History
- Campus / Community Advocates
- Membership Demographics

2017 Chapter Leadership Academy: #SVALeads

2017 Chapter Leadership Academy: #SVALeads
Mission

Goal 1

Objective 1.1
- Strategy

Objective 1.2
- Strategy

Goal 2

Objective 2.1
- Strategy

Objective 2.2
- Strategy

Goal 3

Objective 3.1
- Strategy

Objective 3.2
- Strategy

Chapter Business Plan Structure
Mission

• Defines your purpose & reason for existing
  • Who you are
  • What you hope to achieve
• Simple, short, and to the point
• A “what” statement
• Does not get into how something will happen
  • Poll

2017 Chapter Leadership Academy: #SVALeads
Our mission is to contextualize a jargonated widget while leveraging a paradigm shift for maximum flux capacitation.
Our mission is to provide Blue Hen Veterans with the support and advocacy needed to successfully transition to college, excel academically, and gain post-graduation employment.

2017 Chapter Leadership Academy: #SVALeads
Workgroup Activity 1

1. Design your SVO’s mission.
   • “What” statement
   • Short
   • Concise
   • To the point
   • Defines organization’s reason for existing

2017 Chapter Leadership Academy: #SVALeads
Goal Setting

• “Big Picture” results/outcomes
• Can be short- or long-term
• “What” statements
• Guide decisions and define priorities
• Support the organization’s mission

2017 Chapter Leadership Academy: #SVALeads
Goal examples:

1. Serve as a voice for military veterans and their family members on campus
2. Maintain and increase active membership of SVA chapter
3. Build chapter financial sustainability

2017 Chapter Leadership Academy: #SVALeads
Workgroup Activity 2

1. List a “big picture” goal for your SVO.
   • This should address the results you are working to achieve to support your organization’s mission.
   • Short, “what” statements, not “how”.

2017 Chapter Leadership Academy: #SVALeads
S.M.A.R.T. Objectives: What are they?

• Practical steps needed to achieve short and long-term goals.

• Define:
  • what you want to do
  • how you’ll quantify it
  • your timeline to achieve it

• Need to be S.M.A.R.T.

2017 Chapter Leadership Academy: #SVALeads
2017 Chapter Leadership Academy: #SVALeads
Objective examples:

Goal #1: Serve as a voice for military veterans and their family members on campus.

Objective #1. Partner with a faculty member to create a needs-assessment survey to be sent out annually.

2017 Chapter Leadership Academy: #SVALeads
Objective examples:

Goal #2: Develop SVA Chapter Leadership, Increase Membership and Participation

• Objective #2: Add 50 new student emails to our membership list for the fall semester.

2017 Chapter Leadership Academy: #SVALeads
Workgroup Activity 3

Take your goal:

- Develop an objective to support your goal.
- Remember, objectives stem from your goals and should be SMART.

2017 Chapter Leadership Academy: #SVALeads
Creating Effective Strategies

• Guide actions taken to achieve an objective
• Help define *how* you will do it
• Detail your specific set of approaches

2017 Chapter Leadership Academy: #SVALeads
Strategy examples:

Goal 2. Build Chapter Sustainability

**Objective 2:** Add 50 new student emails to our membership list for the fall semester.

- *Strategy i:* Identify the go-to person who will add email addresses to the master list.
- *Strategy ii:* Have an email sign-up sheet available at the SVA chapter table during welcome week.
- *Strategy iii:* Create an email link on the SVA Chapter Facebook/web page.

*2017 Chapter Leadership Academy: #SVA Leads*
Workgroup Activity 4

• Take your newly developed objective
• Develop a **strategy for your objective**
• Remember: strategies are how statements.
Review of a Chapter Business Plan

- **Campus Culture** – what are the things that make your campus unique?
- **Mission** – your reason for existing
- **Goals** – “big picture” things you would like to achieve
- **Objectives** – things you think you will need to do to meet your goals
- **Strategies** – your actions; details about how you will work on our objectives
- **Budget** – how you are going to pay for it all

2017 Chapter Leadership Academy: #SVALeads
“Don’t overthink things, just get sh*t done.”

-Me

Eric Gage
Eric.gage@studentveterans.org
www.linkedin.com/in/ericlgage
twitter: @ericlgage

2017 Chapter Leadership Academy: #SVALeads
Who am I?

2017 Chapter Leadership Academy: #SVALeads
Chapter Support

Chapter Consultation Session:
• Where is your chapter now?
• Where do you want it to be?
• How can we help you get there?

Specialized guidance:
• Strategic Planning, Fundraising, Increasing Membership, etc.

Advocacy Assistance w/ Administration:
• Formal Letters
• Direct contact

2017 Chapter Leadership Academy: #SVALeads
“Success is not final, failure is not fatal: it is the courage to continue that counts.”

– Winston Churchill

Mark McKenna
Mark.McKenna@studentveterans.org
www.linkedin.com/in/mark-mckenna

SVA National HQ: (202) 223-4710
Contact@studentveterans.org

2017 Chapter Leadership Academy: #SVALeads
Who am I?

2017 Chapter Leadership Academy: #SVALeads
Chapter Marketing Strategies

Conducted Interviews with Two Chapter Leaders:

University #1
- 20,000+ students
- 200 registered veterans on campus
- 7 active and participating members

University #2
- 2,000 students
- 120 registered members
- 25 active and participating members

Different Sizes – Similar Challenges

1. Effective marketing techniques to build awareness & SVA Membership
2. Methods to convert registered members to active members who attend and participate in chapter events

2017 Chapter Leadership Academy: #SVALeads
Chapter Marketing Strategies
4 Thoughts on Converting Members to Active Participants

1. Remember W.I.I.F.M. (What’s In It For Me?)

2. Have SIGNATURE events

3. Build Relationships to “Get the Word Out!”

4. Use an award and recognition system

2017 Chapter Leadership Academy: #SVALeads
Chapter Marketing Strategies
Converting Members to Active Participants

Remember W.I.I.F.M. (What’s In It For Me?)

• Interviews revealed greater member participation rates for activities benefiting the veteran population

• Your community wants to give back to “it’s own” as much as possible

• Support for the homeless, needy military families, etc.

• Have clear communications on how investing his/her time will benefit others

2017 Chapter Leadership Academy: #SVALeads
Chapter Marketing Strategies

Converting Members to Active Participants

**SIGNATURE events**

Focus on core functions

- Be good at what you are good at
- Think Primary MOS

Build consistent functions annually

- Predictable events
- History of Participation

University of Kansas
“A Run to Remember” 2016

2017 Chapter Leadership Academy: #SVALeads
Chapter Marketing Strategies

Converting Members to Active Participants

Build Relationships to “Get the Word Out!”

- Leverage partnership opportunities (VSOs, Student Organizations, Gov’t and non-profits)
  - VSOs can be found here: https://www.ebenefits.va.gov/ebenefits/vso-search

- Build personal participation through social media
  - Pictures and videos at events get the greatest response; tag people
  - Post regularly using an automated tool

2017 Chapter Leadership Academy: #SVALeads
Chapter Marketing Strategies

Converting Members to Active Participants

Use an award and recognition system

• Consider a point system for participation to qualify for an annual award

• Public recognition is a proven tool for increasing engagement; ensure your team is acknowledged publicly!

• Don’t forget T-Shirts!

2017 Chapter Leadership Academy: #SVALeaders
Chapter Marketing Strategies
5 Techniques to Build Awareness and Membership

1. Central Portal/Website for your Chapter
2. Find a “Mouthpiece” Volunteer
3. Build relationships with relevant groups
4. Survey your Membership
5. Develop content from your Membership

2017 Chapter Leadership Academy: #SVALEads
Chapter Marketing Strategies

Build Awareness and Membership for your SVA Chapter

Central Portal/Website for your Chapter

- Create a website and a Facebook page to centralize your communications
- Invite people to submit articles for blogs or topics for discussions
- Use images and videos and mention participants
- Tag posts and use hashtags to help your content be visible

2017 Chapter Leadership Academy: #SVALEads
Chapter Marketing Strategies
Build Awareness and Membership for your SVA Chapter

Find a “Mouthpiece” Volunteer

• Actively recruit someone with a marketing skill set

• Talk with the Marketing department of your school about sponsoring an internship for a student

• Explore email / marketing tools to help manage messaging

2017 Chapter Leadership Academy: #SVALeads
Chapter Marketing Strategies

Build Awareness and Membership for your SVA Chapter

Build relationships with relevant groups

• Plug in with student organizations

• Connect with Faculty and Admissions staff about reaching student veterans

• Talk with local VSOs and non-profit organizations

• Reach out to local and state government offices

2017 Chapter Leadership Academy: #SVAleads
Chapter Marketing Strategies
Build Awareness and Membership for your SVA Chapter

Survey your Membership

• Rule Number One – Cater to your customers!

• Use free tools online and on social media

• Develop signature programming based on feedback from membership

• Solicit feedback from membership on event quality and participation

2017 Chapter Leadership Academy: #SVALeads
Chapter Marketing Strategies

Build Awareness and Membership for your SVA Chapter

Develop content from your Membership

• Get content from people who are the beneficiary of the work done by participants

• Use the survey results to shape future activities and events

• Solicit content from event attendees to create posts for website/social media

2017 Chapter Leadership Academy: #SVALeads
"Whether you think you can or think you can't, you're right."

David Muir  
SVP, Veteran Staffing Network  
dmuir@eseal.org  
Direct: (301) 920 – 9730  
Mobile: (703) 855 – 1199

vsnusa.org  
@vsnusa  
linkedin.com/in/davidmuirjr/

2017 Chapter Leadership Academy: #SVALeads