

Success in 3D: Deliver the SVO

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#SVO3D #SVALI2012
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Success in 3D



Design

The identity and structure of the SVO is established during this phase. Activities include forming a steering committee and crafting a mission, objectives, and value proposition; identifying intended members; and developing governing documents.

Develop

Once the basic structure of the SVO is established, it is time to delve into the details. Activities include identifying events, activities, and projects, creating a budget, planning communication and marketing strategies, and establishing a records management system.

Deliver

Now that the details have been defined, the SVO can be “delivered” to members through meetings, events, activities and projects. Building relationships, working toward sustainability, evaluating progress and demonstrating success are also key elements of this step.

Deliver the SVO

- Meetings, activities and special events
- Building relationships
- Communications/marketing/media
- Tips for success

- Evaluate progress
- Demonstrate success

Meetings, Activities and Special Events

SVOs come in various forms.

There is no one correct “recipe” for an SVO.

Success in 3D for Student Veterans



Meetings

- Members should set time and duration.
- Maintain a consistent location.
- Keep operational details in executive meetings.
- Build camaraderie, increase learning, and advance mission.
- Hold virtual meetings.
- Invite speakers.
- “If you feed them, they will come.”

No Shows?

- Call, text, or contact through social media.
- Is something not working for them?
- Other options may work better – use them.
- Realize not everyone will come.

Activities and Events

- Advocacy campaigns
- Participation in research
- New student orientation
- Sponsor, mentor, or buddy-to-buddy programs
- Campus veterans' centers

Activities and Events

- Veterans' monuments
- Community service projects
- Intramural sports teams
- Campus events such as discussion panels, special lecturers and screenings of military-focused films

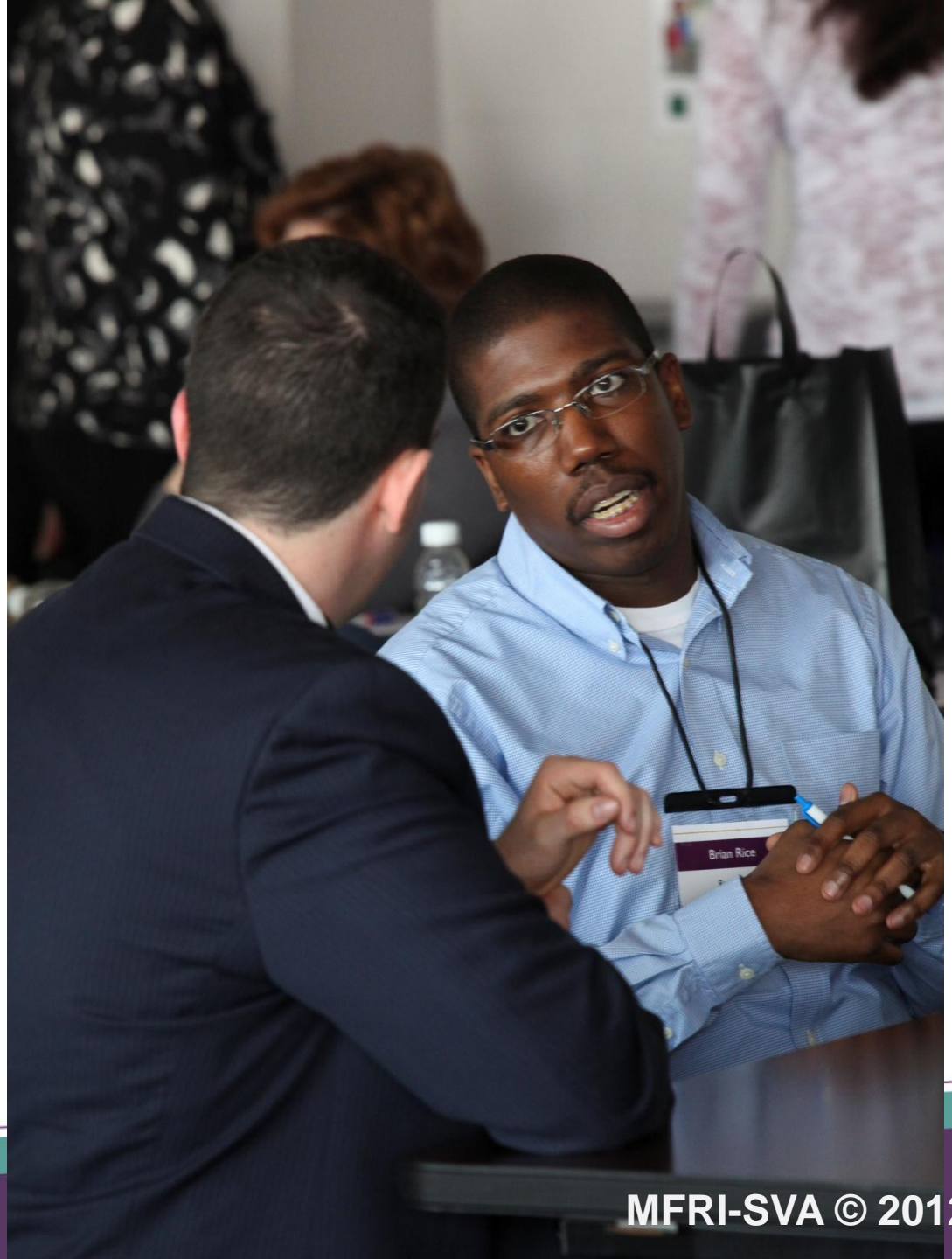
Tips for Success

- ✓ Hold regular, consistently-scheduled meetings.
- ✓ Publish the semester's meeting schedule.
- ✓ Keep, send, and save minutes.
- ✓ Contact no-shows.
- ✓ Hold a year-end celebration for graduating veterans.
- ✓ Assign project leaders for special events and activities.

Build relationships

Building relationships with other student organizations, faculty and staff, campus departments, and community groups is an easy way to strengthen the SVO and broaden its reach. SVOs come in various forms.

*Success in 3D for
Student Veterans*



On Campus

- Other student organizations
- Campus departments
 - Admissions
 - Alumni relations
 - Career services
 - ROTC
 - Others?
- Faculty and administrators
 - “Above and Beyond”

Off Campus

- Other SVOs
- Community partners
 - Military-affiliated organizations/VSOs
 - Staff at local military installations
 - USO, fire/law enforcement, Red Cross
 - Faith-based organizations
 - Other community groups

Tips for Success

- ✓ Seek ways to collaborate with other SVOs.
- ✓ Engage with students, faculty, and administration.
- ✓ Explore opportunities to engage with your local community.
- ✓ Maximize visibility at your campus hub.

Communications And Marketing

The SVO communications and marketing efforts will promote your SVO and its activities, build membership, strengthen relationships...and solidify your identity or “brand.”

*Success in 3D for
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Solidify Your Brand

- What is a brand?
 - Name, term, design, symbol, etc.
 - IDs your organization as distinct
 - Customer *experience* represented by a collection of images and ideas

Protect Your Brand

- How do you solidify/protect yours?
 - Use it.
 - Reinforce it.
 - Defend it.

Communications and Marketing

- Create a communications plan.
- Make informational documents available.
- Maximize smart social media efforts.
- Budget for success.

Smart Media Relationships

- Cultivate relationships with local press.
 - Begin with campus and local newspapers.
 - Think visually.
 - Timing is everything.
- Provide targeted information.
- Realize your 30 minutes is their 30 words.
- Follow up.

Tips for Success

- ✓ Solidify and protect your brand.
- ✓ Develop and use a communications/marketing plan.
- ✓ Use media to increase community awareness.
- ✓ Create targeted information for media contacts.

A brief review

- Meetings, activities and special events
- Building relationships
- Communication/marketing/media
- Tips for success

- Evaluate progress
- Demonstrate success

Working Group

Brainstorming
(15 minutes)

Elevator speech
(15 minutes)



Remember Your Elevator Pitch

- It's derived from your SVO value proposition.
- It's a clear description of your SVO.
- It's communicated in the time it takes to ride from one floor to the next in an elevator.



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