

Success in 3D: Design the SVO

#SVO3D #SVALI2012
@MFRIPURDUE



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.

Design the SVO

- Campus culture
- Steering committees
- Mission and objectives
- Members, leaders, and advisors
- Governing docs and campus recognition

**Have you ever wanted to
(create, enliven, revive,
resuscitate)
an SVO?**

What is campus culture?

- Campus culture is a compilation of the different, ever-changing factors that make your campus unique.



- What factors influence campus culture?
- Why is this important to SVOs?

What is a steering committee?

- A group that researches, plans, and completes preliminary tasks to get a group up and running
- Generates and captures ideas
- “Big picture” planning
- Does not elect leadership or set policy

Committee members

Who should be on a steering committee?

- Student service members and veterans
- Campus veteran service providers
- Student life representatives
- Faculty and staff who are veterans or supporters
- Local VSO reps

Committee considerations

- Logistics
 - What steps are necessary to get the SVO up and running?
- Purpose
 - Who should the SVO represent?
 - What should the SVO represent?
 - What is the SVO's mission?



Mission statement

- A mission statement defines an organization's purpose.
- It is short, concise and to the point.
- It is a “what” statement that explains the SVO's ultimate achievement—its reason for existing.

Mission example

- “It is the mission of the (SVO) to address the challenges associated with transition from military service to being actively engaged in the college experience.”

Goals

- Results we work to achieve
- The end towards which actions are directed
- Guide decisions and define priorities
- Practical steps that support the organization's mission

Goal examples

- Connect members with on-campus resources needed for college success.
- Generate awareness of veterans on campus.
- Create and promote camaraderie.
- Serve as a voice for student service members and veterans on campus.

Value proposition

- Statement that clearly defines the benefits the org creates for others through work it does.
- Communicates why the mission of the SVO is important.
- The value proposition considers needs and expectations.

Elevator pitch



- Simple, clear description communicated in the time it takes to get from one floor to the next in an elevator.

Building an elevator pitch

- What is your organization?
- What does your organization do?
- For whom does your organization do it?
- Why should I care?
What's in it for me?
- *We are a student veterans' organization on the campus of State University.*
- *We provide information, support and camaraderie*
- *For military-affiliated students*
- *To help them successfully complete their college degrees.*

Identify members

- Who will your SVO serve?
- What is your maximum potential audience?
- What is a realistic membership goal for the next 6 to 12 months?

Your SVO advisor

- Acts as your liaison to campus administration.
- Assists SVO in navigating the campus system.
- Helps provide continuity.
- Who?



Formalize the SVO

- Develop governing documents.
- Identify leaders.
- Obtain official recognition.

Obtaining official recognition

- May allow access to campus student organization benefits such as:
 - Student activity funding
 - Use of campus facilities and office space
 - Officer and/or advisor training
 - Use of school technology
- Official recognition is also required for SVA membership and MFRI competitions.

Governing documents

- Purpose
- Membership
- Leadership
- Committees
- Elections
- Meetings



Identifying leaders

- Leadership positions should be identified in governing documents.
- Some leaders will emerge during the “design” phase, other will need to be recruited.
- Much of the “heavy lifting” will fall on the SVO leaders.

Tips for Success

- ✓ Learn about other SVOs.
- ✓ Learn from other student groups.
- ✓ Use your student life staff.



Learn about other SVOs

- Network and reach out to other SVOs.
- Contact fellow chapter leaders via SVA's website.
- Ask about lessons other SVOs have learned and ideas you can adapt.
- Discuss opportunities to collaborate.

Learn from other student groups

- What does your SVO have in common with other student groups?
- What could your SVO learn from these groups?
- Outreach efforts could be rewarded by gaining an established campus partner.

Use your student life staff

- Have experience assisting student orgs on your campus.
- Can clarify requirements and help you avoid unnecessary mistakes and red tape.
- Come in contact with a large number of students and can help promote your organization to potential members.

Group activity

- Create two slides based on your fictional SVO.
 - Slide 1: Mission
 - Slide 2: Goals (at least 3)
- Note your group's reasoning and discussion for the mission and each goal.
- Present your mission, goals and justification (3 minutes or less).