Success in 3D: Develop 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.

Develop the SVO

- Translate mission and goals into objectives and strategies
- Implement your plans
- Create a budget
- Plan for sustainability

Strategy formation

- Strategic formation is a top-down planning process.

Mission

Goals

Objectives

Objectives

- Define what you want to do, how you'll quantify it, and what your deadline is.

- S.M.A.R.T.
  - Specific
  - Measurable
  - Actionable
  - Realistic
  - Timely

Objective examples

- Compile a summary of all available campus services for veterans and make it available in print and online by August 1.

- Add 15 new email addresses to contact list by the end of September.

- Increase deliberate personal contact with student veterans by 5 new contacts per week during the fall semester.

Strategies

- Strategy is *how* to achieve an objective.

- Scheme, plan, method or course of action.

- A "roadmap" or "to-do" list to move you towards your objectives.

Strategy examples

- Identify the go-to person who will add email addresses to the master list.

- Have an email sign-up sheet available at the SVO table during welcome week.

- Create an email link on the SVO web page.

Strategy implementation

- Tactics – steps taken to support the strategy

  – Example: Make sure a master sign-in sheet and pens are available at the WW table.

- Implementation – translating tactics into work assignments

Strategy implementation

Strategy

Tactics

Implementation

- Strategy implementation is a bottom-up action process.

Resources

- Implementation requires resources.
  - Time
  - People
  - Money
  - Others?

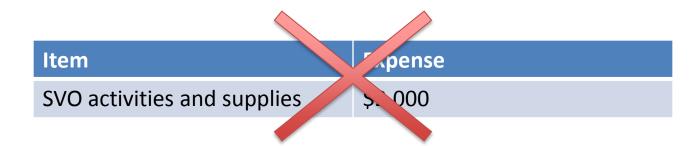- Managing resources requires budgeting.

Budgets

Budgets are driven by:

- Priorities set by objectives and strategies
- Tactics (actions, events, programs) planned for the next 6 to 12 months
- **Money, time** and **people** needed to turn plans into reality

Budgets

Budgets are living documents that are:

- Detailed

- Tracked

- Changed

Item	Expense
SVO activities and supplies	$2,000

Budgets

Item	Anticipated	Actual
Expenses		
Meeting snacks	$250 ($50 x 5 mtgs)	$235
Business cards	$105 (250 cards)	$105
Travel to conference	$500 (mileage, hotel)	$545
Veterans Day event	$300 (refreshments, IT)	$275
Total		**$1,160**
Income		
Student activity funds	$200 (annual request)	$200
Restaurant fundraiser	$650	$700
SVA chapter grant	$300 (Veterans Day)	$300
Total		**$1,200**
BALANCE		**$40**

Possible sources of income

- Funds from campus student life and/or student government
- Fundraisers
- Grant support
- Membership dues
- Donations
- Others?

Plan for sustainability

- Establish a records management system.

- Create a leadership transition plan.

- Develop strategies to keep membership constant.

Manage your records

- Create and use a records management system.
  - Document
  - Organize
  - Store
- Leaders may want to use continuity binders.

Create a leader transition plan

- Recruit and grow new leaders.
  - Recruit your replacement.
  - Groom prospective leaders.
- Balance between leader entrenchment and smooth secession.
  - Allow time to mentor incoming officers.
  - Consider president-elect position.
  - Engage alumni mentors.

Keep membership constant

- Address your members' needs and expectations.
  - If you don't know what they are, survey to find out.
- Reevaluate goals and objectives regularly.
- Maintain communication.
- Engage new members immediately.

Activity

- Your work group will be given a unique SVO goal.

- Develop at least two objectives to support your goal.

- Develop at least two strategies for each objective (4 total).

- Estimate the resources need to implement each strategy.

Example reminder

Objective Example:

- Add 15 new email addresses to contact list by the end of September.

Strategy Examples:

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