

Success in 3D: Deliver the SVO

Michael Marn
Director of Communications (MFRI)

SVA Leadership Institute

#SVALeads

@MFRIPurdue
www.facebook.com/MFRIatPurdue



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

Meetings, Activities and Special Events

SVO activities can take many different forms and reach different audiences. There is no one correct “recipe.”

But the ones you choose will help define your SVO and its personality.



SVO Meetings

- Establish a consistent time/location, determined by members. (Then promote!)
- Build camaraderie, increase learning, and advance the mission. (Save operational details for leadership meetings.)
- Invite speakers.
- Hold virtual meetings at busy times.
- “If you feed them, they will come.”

No Shows?

- Realize not everyone will come.
- Call, text, or contact through social media.
- Make meeting minutes available.
- Other options may work better – use them.

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

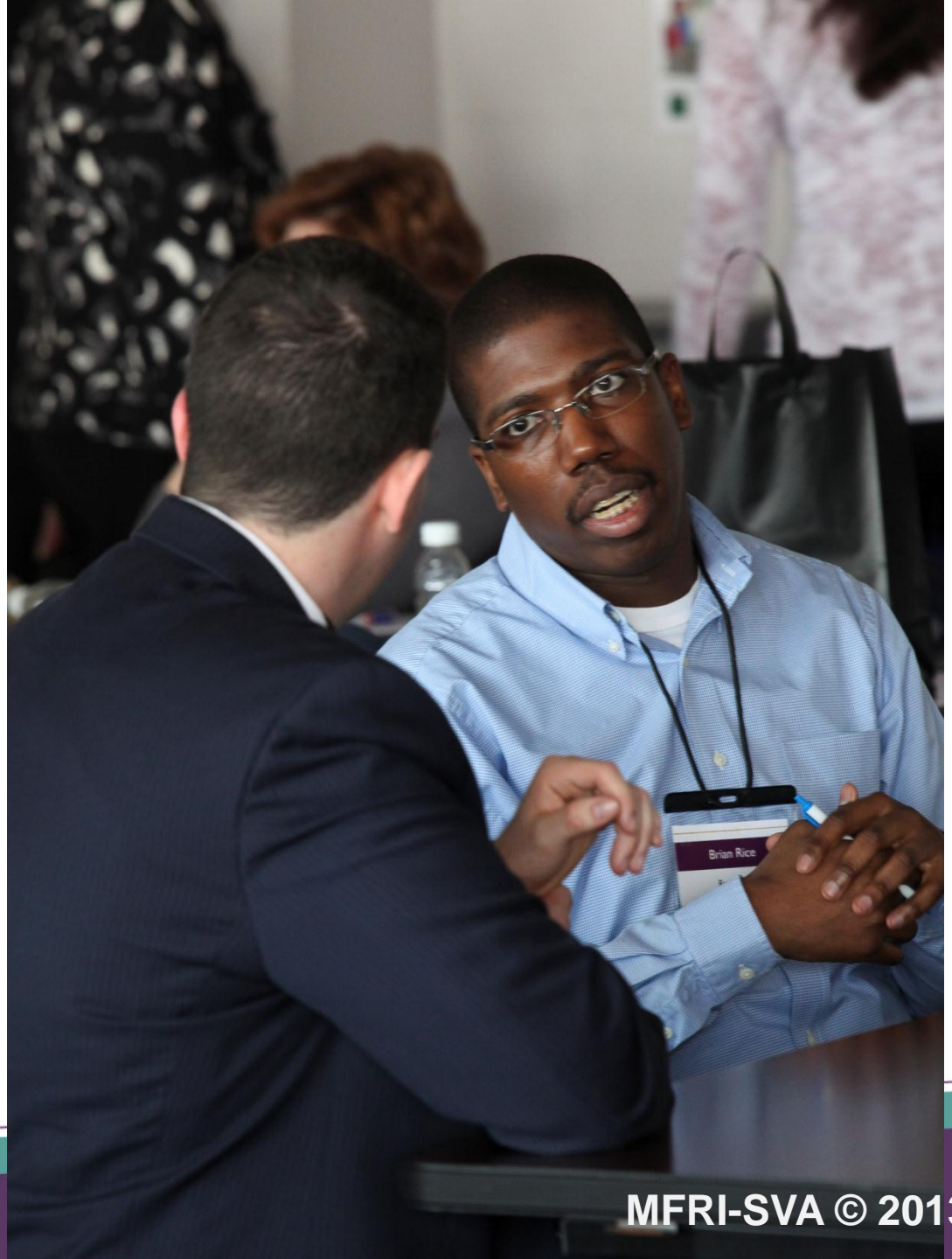
Tips for Success

- ✓ 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

Relationships with other student organizations, faculty and staff, campus departments, and community groups can help the SVO grow stronger and achieve its goals.

Make it a priority to build and reinforce them



On Campus

- Other student organizations
- Campus departments
 - Admissions
 - Alumni relations
 - Career services
 - ROTC
 - Athletics and others
- Faculty and administrators
 - Can be advocates for you and your chapter
 - Communicate regularly

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

Well-planned marketing and communications efforts for your SVO will help you increase awareness, build membership, and strengthen relationships.

They play a critical role in creating and reinforcing your *brand*.



Create/Identify Your Brand

- What is a brand?
 - Includes a name, design or symbol, but is far *more* than a logo or trademark.
 - Positions your organization as distinct.
 - Customer experience: their *expectations* based on everything they know about you.
 - A brand is not something you “have” – it’s something you DO.

Strengthen/Protect Your Brand

- Use it.
 - Include on all materials and correspondence.
- Reinforce it.
 - See that all use it accurately...and know why.
- Defend it.
 - Control who can write and speak for SVO.
- Live it.
 - Behave in ways that reinforce your brand.

Communications and Marketing

- Create a communications plan.
- Keep all target audiences in mind
- Make informational documents available.
- Maximize smart social media efforts.
- Budget for success.

Smart Media Relationships

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

Tips for Success

- ✓ Reinforce 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
- See: *Success in 3D for Student Veterans*

Working Group

1. Engaging your assigned group or organization - objectives/tactics (15 minutes)
2. Create your elevator “pitch.” (15 minutes)



Remember Your Elevator Pitch

- Contains your SVO's value proposition.
- Clearly describes your SVO...and why the listener should care.
- Can be presented during a short elevator ride – think Hampton Inn, not Sears Tower.



Success in 3D: Deliver the SVO

Michael Marn
Director of Communications (MFRI)

SVA Leadership Institute

#SVALeads

@MFRIPurdue
www.facebook.com/MFRIatPurdue

