

Success in 3D: Develop the SVO

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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.

Develop the SVO

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

Translate mission into objectives and strategies

Mission defines goals. Goals guide objectives. Objectives steer strategies.

Strategy & Implementation

- Additional funds are critical to the future success of the organization
 - Based upon past successes since grant
 - Implement self-sustainment
- Continue to reach out to student veterans in a significant manner
- Allows members to continue to meet often and further develop camaraderie
- Provide Purdue State with a strong on campus presence



Strategic development

- Strategic development is a top-down planning process.



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

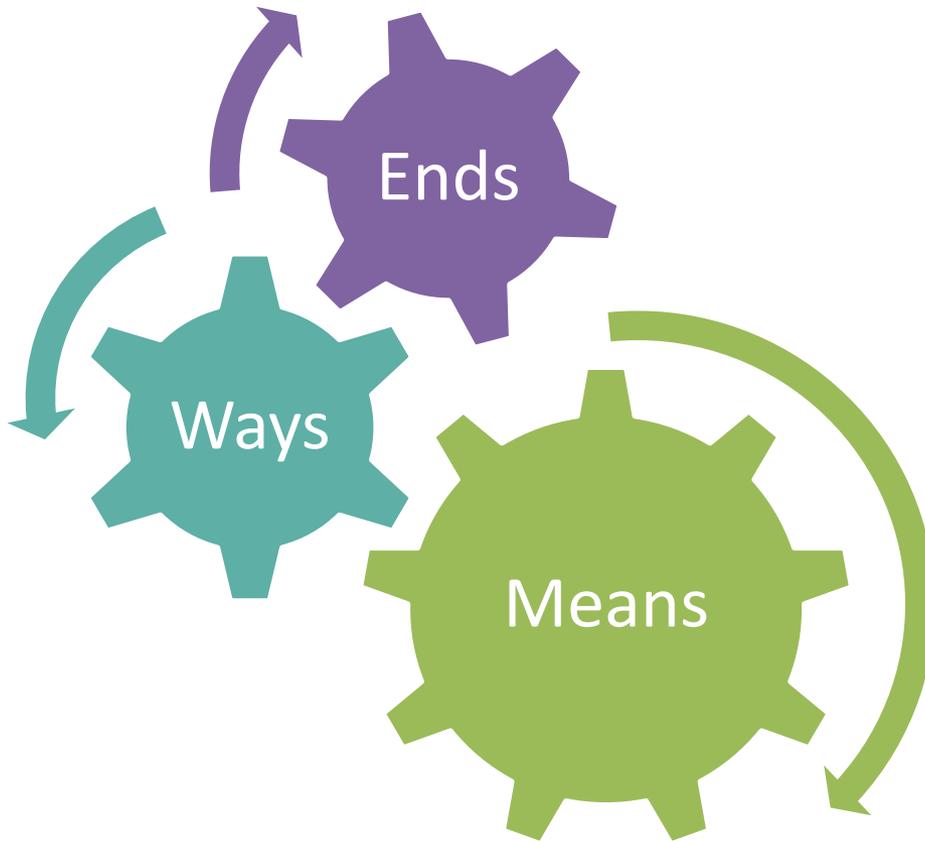
- Strategy is *how* to achieve an objective.
- Scheme, plan, method or course of action.
- A “roadmap” or “to-do” list to move you towards your objectives.



Strategy examples

- Put an email sign-up sheet in the veterans' benefits coordinator's office.
- Have an email sign-up sheet available at the SVO table during welcome week.
- Create an email link on the SVO web page.

Strategic execution



- Strategy implementation is a bottom-up action process.
- Means + Ways = Ends

Consider Resources, Budget & Income

Budgets help the SVO
stay within its means
and serve as a record
for future planning.



Resources

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

Budgets

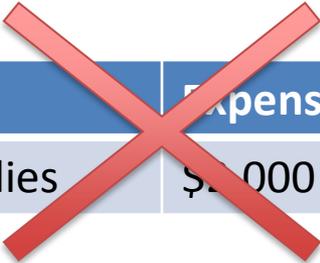
Budgets are driven by:

- Desired end state: priorities set by objectives and strategies (Ends)
- Activities, events and programs planned for the next 6 to 12 months (Ways)
- **Money, time and people** needed to turn plans into reality (Means)

Budgets

Budgets are living documents that are:

- Detailed
- Tracked
- Changed



Item	Expense
SVO activities and supplies	\$1,000

Develop

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

- Keep membership constant.
- Create a leader transition plan.
- Manage your records.



Keep membership constant

- Work with what you have.
- Address member needs and expectations.
- Work with your campus culture—not against it.
- Re-evaluate the SVO's goals and objectives.

Keep membership constant

- Maintain communication.
- Engage new members immediately.
- Never miss an opportunity to provide contact info.

Create a leader transition plan

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

Manage your records

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

Develop



“If you don’t know where you’re going, you’ll end up someplace else.”

--Yogi Berra

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Activity

- Your work group will be given a unique SVO goal.
- Develop at least **two objectives** to support your goal and **two strategies** for each objective (4 total).
- Discuss resources need to implement each strategy.
- Email to EducateEmploy@gmail.com
- Present your objectives, strategies and resources (3 minutes or less).

Example reminder

Objective Example:

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

Strategy Examples:

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