



Purdue University

Saturday, December 3rd, 2011

ORGANIZATIONAL PLAN

Evan Smith – President

Kyle Thiele – Vice President

Leadership 2011-2012

◎ President

- Evan Smith
 - Senior, Natural Resources & Environmental Science

◎ Vice President

- Kyle Thiele
 - Sophomore, Electrical & Computer Eng. Technology

◎ Treasurer

- Andrew Running
 - Sophomore, Professional Flight Technology

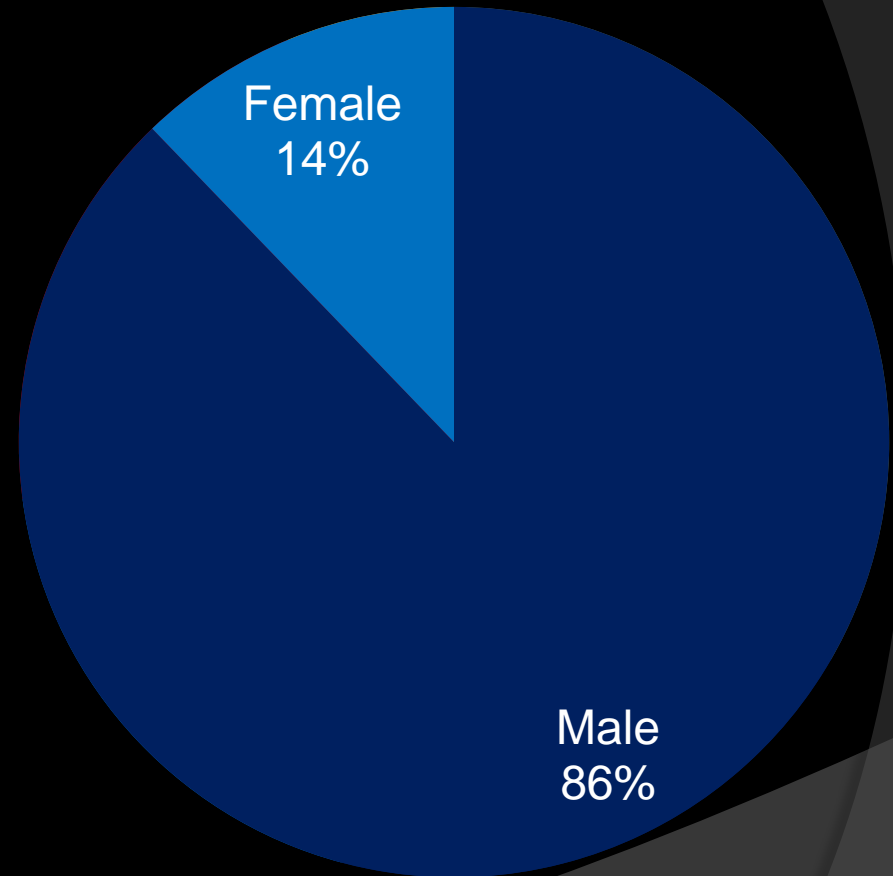
◎ Primary Advisor

- Dave Hankins
 - Purdue Homeland Security Institute

Membership

- Observed continued increase in membership
- Represent *ALL* branches of military and components
- 35 student increase in general membership
- 20 student increase in active membership

Gender Distribution



August 2011 to Present...



President Evan Smith's case against the use of fraternities and Greek organizations at Purdue University. A booth set up on the Memorial Mall to promote the presence of student veterans at Purdue University.

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 SVO with a strong on campus presence

Marketing & Membership

- ⦿ Membership Goals
 - Increase active and general membership
- ⦿ Awareness/Marketing
 - Continue advertising campaign
 - Maintain positive relationship with Purdue
- ⦿ Continued Philanthropy
 - Game Ball Run 2012
 - Purdue Veteran's Day Ceremony

Looking Outward

- ◎ Employment opportunities
 - Cummins
 - Caterpillar
- ◎ Local Veteran's aide
 - Simple projects
 - Veteran's Home
- ◎ Purdue Veteran's Center
 - Integration from boots to books

Fiscal Breakdown

January 2012 - January 2013 Budget Breakdown as follows:

Type of Expense	Projected Costs
Merchandising (T-shirts, etc.)	\$150.00
SVO Grand Prix Team	\$200.00
Outreach and Marketing	\$250.00
Food (Meetings/Special Events)	\$600.00
Organizational Development	\$800.00
TOTAL EXPENSES:	\$2000.00