

BOARD CALL – STRATEGIC PLANNING

PRESENTED BY:

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WHAT IS A STRATEGIC PLAN AND WHY IS IT IMPORTANT?





Strategic planning is an activity that alumni clubs can use to:

- set priorities
- focus energy and resources
- strengthen club operations
- ensure that everyone is working toward common goals
- establish agreement around intended outcomes/results
- assess and adjust the club's direction.



QUESTION for group:

How many clubs actually use a plan, have a planning session? Set goals?



HOW TO EXECUTE A PLANNING SESSION/RESOURCES:

VISION AND MISSION

- Do we have a vision and mission statement?
- If yes, does our current vision and mission adequately address our strategic priorities?



CLUB EVALUATION RESOURCE: VISION & MISSION

DEVISING VISION AND MISSION STATEMENTS

MISSION STATEMENT (WHY WE EXIST)

A one-sentence statement describing the reason an organization or program exists. This should be a practical, tangible tool you can use to make decisions about priorities, actions and responsibilities.

THIS STATEMENT NEEDS TO...

- ...be clear and simple
- ...avoid elaborate language and buzz words
- ...be easily explained by others**
- ...not be confused with a **vision** statement
- ...be recognizably yours

USE 1-5 WORD ANSWERS:

- *What type of entity are we? Is this important?*
- *Why do we exist (problem/needs)?*
- *What's the broadest way to describe the work?*
- *Form whom do we do this work?*
- *Where do we work?*

VISION STATEMENT (DESIRED END STATE)

A one-sentence statement describing the clear and inspirational long-term change, resulting from our work. This should be practical, tangible tools to help lead the organization in achieving quality results.

THIS STATEMENT NEEDS TO...

- ...be clear and simple
- ...avoid elaborate language and buzz words
- ...be easily explained by those involved**
- ...not be confused with a **mission** statement

QUESTIONS TO CONSIDER:

- ! What needs to be changed?
What are the major issues or problems?
- ? Why should issues be addressed?
What are their costs to the involved parties?
- + What are the strengths and assets?
Both of the organization and those being served?
- 😊 What is your dream end-state?
In a perfect world, what would this look like?
- 👉 What does success look like?
Specifically for this particular organization?



CLUB EVALUATION:

(Part I of SOAR Analysis – where are we now?)

- Establish areas in which the club is performing well
- Establish areas in which the club needs to improve



CLUB EVALUATION RESOURCE: SOAR ANALYSIS HANDOUT

SOAR ANALYSIS

Strengths | Opportunities | Aspirations | Results

Areas Where the Club Performs Well

Based on your experiences and observations, what are the areas in which the Club does well? Pick at least three areas and list these below:

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Areas for Improvement

Based on your experiences and observations, what are the areas you would like to see improved during your term? Pick at least three areas and list these below:



ESTABLISHING STRATEGIC PRIORITIES:

(Part II of SOAR Analysis – Where do we want to be?)

- Establish group consensus on our top five priorities
- Work through a SOAR analysis for each priority



ESTABLISHING STRATEGIC PRIORITIES RESOURCE:

STRATEGIC AREA: _____

Strengths – How does the club perform well/excel in this area?	Opportunities – What opportunities exist for the club to further excel in this area?



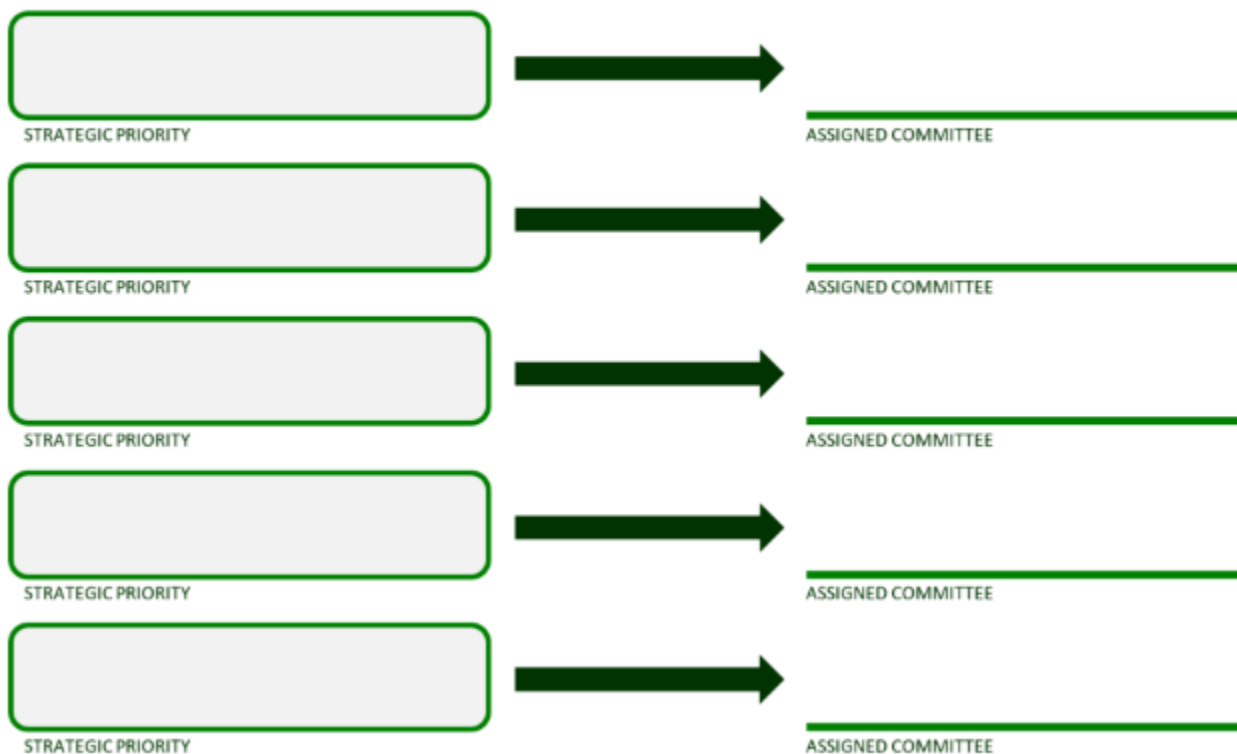
CREATING THE RIGHT STRUCTURE: (Part III of SOAR Analysis – Are we equipped to get there?)

- Do we have the necessary structure in place to address our strategic priorities?
- What changes need to be made to achieve results?
- Assigning priorities to groups or individuals



CREATING THE RIGHT STRUCTURE RESOURCE

STRATEGIC PRIORITIES & COMMITTEE ASSIGNMENT





INFORMING OUR ACTION PLANS

(Start, Stop, Continue, Change):

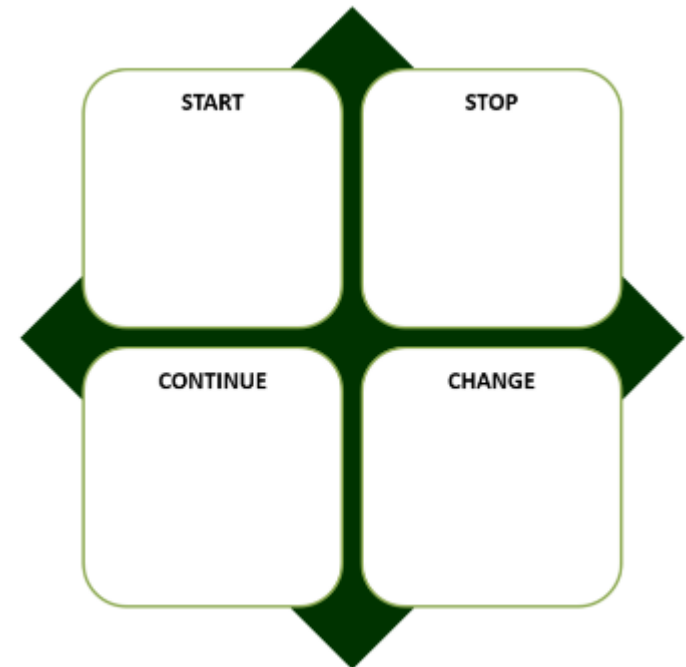
- What events/activities should we start doing?
- What events/activities should we stop doing?
- What events/activities should we continue doing?
- What events/activities should we expand or change?



INFORMING OUR ACTION PLANS RESOURCES

START | STOP | CONTINUE | CHANGE
Example of all club activities to evaluate:

MSU - Illinois Game Watch	Chicago Spartans Fall Crawl
MSU - UofM Game Watch	MSU-IN Game Watch
Annual Spartan Crawl	MSU-IA Game Watch
7th Annual Sparty Ball	Pumpkin Carving - Community Outreach
MSU - OSU Game Watch	Broad Alumni Breakfast
Connecting Big 10 by High Speed Rail - Chicago Spartans	MSU-NE Game Watch
Annual Meeting & Elections	MSU-UConn Watch
Autism Speaks - Chicago Walk - MSU Black Alumni Chicago	Humanities Festival
Sparty's Thursday Networking	Networking Event
BITN presents BIG 10K	Spartan Line - Chicago to East Lansing
B1G Night @ Cellular Field	Night at the Theatre
B1G Night at U.S. Cellular Field	Club Strategic Planning
Spartan Family Picnic	Meet & Greet Game Watch - Suburban Chicago Alumni
Volunteer Dinner - Lincoln Park - Metro Chicago Alumni	MSU-TCU Game Watch
B1G Night at Kane County Cougars - Chicago Spartan	SpartyBall - Windy City - Chicago Spartans
Burgerama at The Riv - Chicago Spartans	Career Event - Chicago Spartans
Burgerama at the Riv - Chicago Spartans	Student/Alumni Mixer at Big Bowl on Rush
Book Signing - Jack Ebling - Chicago Spartans	SPARTANS WILL. POWER: A Global Day of Service - Powered by Spartans
Young Alumni Networking - Metro Chicago	Annual Meeting - Metro Chicago Spartans
Thirsty Thursday - Welcome Week Chicago Spartans	Broad Executive Forum - Chicago Spartans
Spartan Yacht Cruise - Chicago Spartans	Chicago YSA Field Day - Chicago Spartans
ChicagoTEN Alumni Challenge	Chicago Cooks, Michigan Pours!
MSU-Boise Game Watch	MSUAA Happy Hour @ Metropolitan Club of Chicago
MSU-CMU Game Watch - Chicago Spartans	Spartan Perfect 10 Race - Chicago Spartans
Open Board Meeting	Recruit Chicago Alumni Career Expo
MSU-ND Game Watch	Big Ten Night @ U.S. Cellular Field
Charity Golf Outing - Metro Chicago Alumni	Chicago Spartans Family Picnic
MSU-EMU Game Watch	Big Ten Night @ Wrigley Field
MSU-OSU Game Watch	MSU-UofM Basketball - Chicago Spartans
B1G Night @ Wrigley Field	SpartyBall - Chicago Spartans





BUILDING OUR ACTION PLANS

(Committee Brainstorming and Plan Discussion):

- What goals can be derived from our strategic priorities?
- What key objectives are needed to achieve positive results?
- Who should be assigned to these tasks/objectives?



BUILDING OUR ACTION PLANS RESOURCES:

COMMITTEE PLANNING TOOLS

Strategic Area Assigned to Committee: _____

Action Plan

Identify action steps/tasks that need to be completed in order to achieve the desired results for this area. For each task, assign a deadline, lead committee member responsible, and the resources you can utilize to help you complete the task:

Action Steps / Tasks	Deadline	



QUESTIONS for group:

What, if any, hesitation do you think your clubs board may have around spending time developing a strategic plan?

What, if any, challenges do you foresee with this process?



Using a strategic plan to guide a club's activities and communications:

- Quick way to evaluate if new opportunities fit
- Creates a way to evaluate if club is being successful or where opportunities for improvement exist
- Creates opportunity for celebration
- Important to share planning results in a clear, simple way.



QUESTION for group:

What part(s) of strategic planning are you most uncomfortable with?

Are there any additional resources you think might be helpful?



CONTINUE THIS CONVERSATION!

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Secret group

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Club Locator

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