

DEVELOPING A CHAPTER STRATEGIC PLAN...PLANNING FOR SUCCESS AND SELLING YOUR PROGRAM'S IDEAS

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AGENDA...THE PLAN

- Define Strategic Planning & Why do it?
- Value of Planning...to your program and others
- Steps to Building Your Plan...getting students and others Involved
- New planning templates to gather information needed for success
- Benefits of a good strategic plan or POA

I. STRATEGIC PLANNING

- All businesses...your agriculture education program has a strategy...just not always written
- What is a strategy or the goal for your program?
- Strategic Planning helps get everyone “pulling” in the same direction
- Activities in your program are either “ON” or “OFF” strategy

STRATEGIC PLANNING...EXAMPLE

- Syngenta - crop production company
- Historically focused on divisions, efforts, benchmarks by product (fertilizer, herbicides, etc...)
- Their vision statement was to focus now on commodities versus product, very different.
- Their strategic planning then changed to develop events, actions and activities that are “ON” target

ASPECTS TO BECOMING STRATEGIC

Strategy is the #1 role of CEO...leader...YOU

1. Strategy is long-term
2. Activities...committee goals should always relate to strategy
3. Tactics are short-term and can **BLUR** strategy

Tactical Weeds

Tactics are short-term and can **BLUR**
strategy...examples

- ✓ Budget Cutbacks
- ✓ Event Planning Details
- ✓ # Teachers in Your Program
- ✓ Others.....

ASPECTS OF A STRATEGIC PLAN...

Strategy Planning is the #1 role of CEO...leader...YOU

1. **Vision** = Where are we going?

2. **The Plan...Activities** = How are we going to get there?

3. **Resources** = What tools do we need?...for you---

ASPECTS OF PLANNING...STRATEGICALLY

Vision = Your communities/school's goal for your program relate to your **Vision** for the program

The Activities = You need and want resources...but why? To support your **Activities** ...then achieve your vision

Resources = The tools we need, money, ?...

Steps to Building A Strategic Plan

1. Develop your team
2. Review the External Environment
3. Develop Vision/Mission Statements
4. Develop Activities...POA
5. Prepare the plan...focusing on activities
& be student lead

1. Develop Your Team

1. Recruit school board member, booster club, etc...

2. Coordinate Student Team...FFA Officers

3. School meeting with outside stakeholder to plan vision

4. Activity planning with students

2. External Influences

P.E.S.T. Analysis

P - Political Influence? ...school board, principle...etc - pulse of issues

E - Economic? ...budget issues, economic value of SAEs, college success of students

S - Social Influence? ...social media

T - Technology? ...laptops, use of PDAs

3. Vision & Mission

Vision = single statement
that is long-term, wide... (PEST)

Mission Statement =
relate to activities, describe
your actions that support your
FFA's Vision

Details of Mission

1. Define your organization or who is stating the mission
2. What service do you plans to provide...activities
3. What makes you unique...how do you differ from other programs?

Example Mission

We the members of _____ FFA Chapter provide leadership, education and career planning... to students enrolled in agriculture education that

will invest in _____ community to develop positive role models that become future community leaders.

4. Develop Activities (POA)

Division I – Student Development

Includes personal and group activities that improve life skills and address quality standards in:

- Leadership activities
- Healthy lifestyles activities
- Supervised agricultural experience SAE
- Scholarship activities...learning experience
- Agricultural occupation

4. Develop Activities (POA)

Division II – Chapter Development– Includes activities that encourage students to work together and address quality standards in:

- Chapter recruitment activities in FFA
- Financial activities, SAE
- Public relations activities
- Leadership & Group activities with members and community

4. Develop Activities (POA)

Division III – Community Development

- Improve the economic welfare of the community
 - Preserve the natural resources
 - Improve the welfare for citizens of the community
 - Citizenship activities
- * Agricultural awareness activities conducted to help the public become better informed about the food system and related agricultural issues

5. A Written Plan... steps to success!

1. Reflect on previous plans
2. Consider External Issues
3. You and Your Team develop Vision/ Mission...Students Assigned work
4. Committee/FFA Officers plan for Activities = POA
5. Share with stakeholders

New Planning Template

- Used at officer training to plan for the year
- Used by committee members to plan for events that achieve program goals
- Used as a grade in a class to develop new events
- Used to work on calendar events prior to entering in your AET calendar
- example....

QUESTIONS OR IDEAS?

Any value to your chapter?

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