Figure 5.2 Strategic Planning

This chart is presented to help you organize the results of your discussion and brainstorming session. You can keep this on chart paper in your GSA Advisor's classroom to refer to or create it as a Google Doc that everyone has access to. I recommend making reminders to revisit this plan each month and have the project lead share progress, challenges, and updates throughout the year. I entered a few sample ideas to help you see how you might use it.

Goal/activity	**Lead person**	**Target date**	**Resources needed** (people, information, funds, materials, etc.)
1)Increase membership		Dec. 1	Draft announcement text to be read, write story for school paper, post flyers, social media posts
2) LGBTQ history month bulletin board		Oct. 1	Websites in Chapter 4, books in library, printouts of information, colorful paper, pride flags
3) Establish partnership and plan an event with 1 other student club		Jan. 15	Time to meet and co-plan; find another club willing to work together
4) *your ideas here…*			