

GUIDANCE DOCUMENT FOR COMPLETING THE CHAPTER NEEDS ASSESSMENT (CNA)

Crafting Chapter SMART Goals using Alpha Delta Kappa's 2021-26 Strategic Plan Goals

This sheet is a companion to the AΔK Strategic Plan which includes additional information under each of the numbered subgoals (1.1, 1.2, etc). Please refer to the full document, accessible via a link on the online Chapter Needs Assessment form or attached to this email, for a full explanation. This sheet also includes sample SMART goals to assist you in completing the newly revised CNA due by October 15, 2022. The forward looking section on pages 4 & 5 of the online CNA lists the four Strategic Plan goals of Alpha Delta Kappa and provides a dropdown to select one subgoal to target under each of the four. As a reminder, SMART Goals are **specific, measurable, attainable, relevant and timely**. **The samples provided herein are only intended as a guide.** Please craft SMART goals in conjunction with your chapter leadership team that address the needs and direction of your chapter. Find the one subgoal in each of the four areas below that resonates with your chapter and write a SMART goal to achieve during the 2022-24 biennium.

Goal 1: Refine Governance and Communication

Outcome: Increase efficiency and effectiveness in governance, communication, finances and infrastructure in Alpha Delta Kappa (AΔK).

1.1 Implement strategic plan/dashboard

Sample SMART Goal: Develop a chart for tracking attainment of chapter goals and review progress every six months.

1.2 Simplify governance

Sample SMART Goal: Review and revise the current chapter Policies and Procedures Manual within the first year of the biennium with a focus on chapter structure and processes that can be streamlined.

1.3 Improve communication

Sample SMART Goal: Use a variety of media resources at least XX times a year to promote chapter activities and/or promote the purposes of AΔK.

Sample SMART Goal: During the chapter leadership planning for the biennium create and implement a communication plan that outlines the methods for communication and the times for sending communiques that best meets the needs of chapter members.

1.4 Manage assets, resources and infrastructure

Sample SMART Goal: Analyze the budget by XX time to ensure that it aligns to the goals of the chapter and complies with state and international guidelines.

Sample SMART Goal: Analyze the cost to chapter members of participating in AΔK activities by XX time. Craft a plan to reduce costs or, fund solutions and eliminate inequities.

1.5 Analyze governance and communication data to drive decision-making

Sample SMART Goal: Survey members annually to analyze chapter governance and communications and collect/implement recommendations that will improve chapter operations the following year.

Goal 2: Enhance Educational, Professional and Leadership Development

Outcome: Offer educational, professional and leadership programs that cultivate and support members from chapter to International levels.

2.1 Increase educational, professional and leadership development opportunities

Sample SMART Goal: Each chapter member will be assigned to a committee to lead/host a chapter program on educational, professional and/or leadership development within the biennium.

Sample SMART Goal: The following leadership training opportunities (list), will be provided during the biennium to facilitate personal and professional growth.

2.2 Grow the Educational Symposium

Sample SMART Goal: Have X number of chapter members participate in or present at the Educational Symposium at International Convention.

2.3 Incorporate leadership development programs

Sample SMART Goal: Provide a program on the Leadership Academy during September (odd year) to encourage new members to submit an application by mid-October for participation in the Leadership Academy.

2.4 Analyze educational, professional and leadership development data to drive decision-making

Sample SMART Goal:

Goal 3: Increase Membership

Outcome: Assist S/P/N and chapter membership teams to recruit, reinstate, retain, and revitalize membership, and establish new chapters and collegiate clubs; net growth of 1% each biennium

3.1 Update International Membership Committee (IMC) strategies and promote with S/P/N and chapter membership teams

Sample SMART Goal: The Chapter will analyze membership data to create and implement a recruitment plan during the first six months of the biennium.

3.2 Increase number of AΔK Collegiate Clubs

Sample SMART Goal: The Chapter will, by working in conjunction with state and international designees, establish a Collegiate Club with ____ College/University by the second year of the biennium.

3.3 Promote membership plans and new chapter development at the S/P/N level

Sample SMART Goal: Obtain a mentor for the Chapter Vice President for Membership/Membership Chairman during the first year of the biennium.

Sample SMART Goal: The chapter will work with the SPN Executive Board in facilitating the plan to charter a new chapter in XX location.

3.4 Implement chapter plan to increase membership by 1% each biennium

Sample SMART Goal: The chapter will add at least one new or reinstated member each year of the biennium.

3.5 Analyze membership data to drive decision-making

Sample SMART Goal:

Goal 4: Promote Altruism, Scholarships and World Understanding Initiatives

Outcome: Enrich the lives of others through altruism, service, scholarships, grants, and world understanding.

4.1 Support charitable and altruistic projects

Sample SMART Goal: The chapter will participate in XX number of altruistic projects each year of the biennium.

Sample SMART Goal: The chapter will participate in one hands-on altruistic project during each year of the biennium.

4.2 Promote scholarships and grants and encourage applications from all regions

Sample SMART Goal: The chapter will provide one \$XXX student scholarship during each year of the biennium.

Sample SMART Goal: The chapter will host a program on all available scholarships and grants during the first year of the biennium to encourage participation.

4.3 Promote world understanding initiatives

Sample SMART Goal: The chapter will host XX program/s about World Understanding initiatives during the biennium.

Sample SMART Goal: The chapter will commit to provide a \$XXX monetary donation to support the current World Understanding Project during the second year of the biennium.

4.4 Analyze altruistic, service and world understanding data to drive decision-making

Sample SMART Goal: