

## 2015 FFA Alumni Strategic Plan

Goal Name: **Growth of new affiliates**

Team Members: Jim Burns/Aimee Brichacek/Chuck Erickson

Mission:

Develop a library of resources to facilitate the growth of new Alumni Affiliates. Develop and maintain a list of current and potential alumni affiliates.

Goals:

Develop a library of resources:

Goal 1:

Title: Develop A Checklist of only the documents required to start an affiliate.

Description:

Work with appropriate people to define and document the steps and resources needed to start an affiliate. It will be important to keep this process concise and simple, and only include the documentation needed. Include both required and optional forms/items. Include documentation on WHY to start an alumni affiliate. Include a possible POA template for giving a set of goals and a roadmap.

Action Plan:

Action	Who's Responsible	Timeline
Interview Mary/Chicky to gather info	Aimee	May 1
Research State and National websites	Aimee	May 15
Document the Checklist	Aimee / Intern	June 1
Develop and Document Flowchart (if needed)	Jim	June 1

Goal 2:

Title: Review any current and existing documentation.

Description:

Action Plan:

Action	Who's Responsible	Timeline

Review State & National Websites	Jim	May 1
Jim & Aimee to Chat after discussion with Mary/Chicky	Jim & Aimee	June 1
Create a list of documents to include.	Jim	July 1

Goal 3:

Title: Compile the documentation into a concise guide.

Description:

Action Plan:

Action	Who's Responsible	Timeline
Develop the Guide	Jim	August 1
Publish to Website	Intern	August 1
Maintain the document	Intern	Annually

Goals:

Develop a List.

Goal 1:

Title: Develop A List of current and potential Alumni Affiliates

Description:

Work with the Intern and Region Reps to document which chapters have an alumni, who wants one, and who doesn't. It is important that this list be updated at least annually to keep it current. Intern will be responsible for updates, Region Reps will send updates to the Intern.

Action Plan:

Action	Who's Responsible	Timeline
Work with Lynn & Cara to determine overlap in communications with Ag Teacher.	Aimee	April 1
Have Intern cross reference list of chapters to the list of alumni affiliates an update as appropriate.	Chuck	
Have intern update contact information for the ag instructor for the entire list.	Chuck	
Have Intern update the contact info each alumni affiliate for the entire list.	Chuck	June 1
At one of our council meetings, review the list and gather input from the group.	Jim	July 1
Have the region reps contact the chapters in their region that don't have an affiliate or need help.	Region Reps	Jan 1, 2016
Document Workflow for updating the list	Jim	June 1

Resources: Handouts, Material for the Website or other links

Budget – Intern time (50 hrs),

Other ideas – Testimonials from Affiliates.