

Ooooookay! You've made it this far, and now you have a grasp on the meat and potatoes of leading an SVA Chapter on your campus.... say it with me! STRAT PLAN!

In this module, we are going to cover how to bring your strat plan to life, and that is through programming.

Programming is just a fancy way of saying "engaging with your community", which is just a fancy way of saying hosting events, workshops, and meetings and more!

When we talk about engaging with your community, we aren't just talking about your college community, or your student veteran community...we are also talking about your neighborhood community!

Engaging with your student veterans will look like events, workshops, meetings. Don't worry, we will get into that later.

Engaging with your campus can also look like events, workshops, and meetings, but also consider campus campaigns like R.E.D: Remember Everyone Deployed, where everyone wears red on Fridays!

Engaging with your neighborhood community is including your local community for on campus student veteran activities, or hosting fundraisers and events at their location. We see this engagement a lot with local VFW and American Legion Posts. We're talking local parades, laying flags and wreaths for fallen service members, casino nights.... the possibilities are endless!

So...as a reminder...

We reviewed goals, tactics and KPI's (Key Performance Indicators...in case you forgot), and that is a great start in developing your chapter programming. Has something worked for your chapter in the past? Have you indicated things that were a total bust?

If you are creating a brand-new chapter, or it's been a while since your chapter has been active, or you just need some ideas to get you fired up again, don't worry, we will cover all the good stuff during this module and you will complete it feeling empowered to develop some awesome programming!

I'll introduce some major themes of this module now, but no one likes a spoiler alert, so I'll keep the details for later.

Time for a rapid fire of info!

- Who, what, why!
- Service
- Professional
- Development
- Team building

- Events!

Okay, maybe that wasn't so rapid. But you get the point.

These are the main elements of programming. And don't forget, all of this is directly tied to your mission and vision statement, your strategies, and your tactics!

You thought you were done with the strat plan, didn't you? Sorry not sorry, but that is truly your chapters manual! Continue referring back to it as we work through this module and think about concrete actions to allow your plan to flourish!

Now, let's get started on chapter programming and community engagement!