

## CHAPTER REVITALIZATION or RENEWAL PLAN

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Consider adopting this procedure when there is evidence of chapter “under-involvement.” A state or international representative might facilitate the process.

### Steps to Consider -- An Overview

- ❑ Recognize that a problem exists. Inform state organization personnel about the situation and mention that the chapter is beginning the revitalization/renewal process.
- ❑ Schedule special chapter executive board meeting(s) for open discussion.
- ❑ Present recommendations to chapter members, complete with rationales.
- ❑ Involve the entire chapter membership in making strategic plans and implementing decisions.
- ❑ Communicate monthly with the executive board and general membership about the effectiveness of the strategies that have been set into place to date.
- ❑ Consult with state and/or international leaders for additional assistance, if difficulties continue.

### What Next? -- Gathering Data

The following questions may promote open discussion at executive board and general membership meetings, either with or without a state/international facilitator. Ask those that best apply to the current situation.

#### Goal Setting

- ✓ *What can members receive professionally and personally from this chapter that they cannot receive anywhere else?*
- ✓ *What are the primary purposes of this chapter and reasons it should continue?*
- ✓ *What needs to be done to accomplish the chapter’s purposes and goals?*
- ✓ *How can this best be done? Include all necessary steps.*

#### Leadership Needs

- ✓ *What leadership positions are needed to achieve these goals?*
- ✓ *Which responsibilities can be combined to make fewer positions?*
- ✓ *Which leaders will be responsible for what goal(s) or task(s)?*
- ✓ *Who is willing to assume which positions? Assign roles and tasks – be specific.*
- ✓ *What can and should members do to support chapter leadership?*
- ✓ *How can the chapter train and prepare future leaders?*

Remember that as long as the responsibilities and/or required tasks of the standing committees are carried out within the chapter structure, the chapter committee configuration may be modified to fit the needs and composition of the individual chapter.

### Meeting and Programming Fundamentals

- ✓ *When is the best meeting time? Beginning when? Ending when? On what days/dates?*
- ✓ *How often should the chapter meet?*
- ✓ *What locations are most convenient for chapter members?*
- ✓ *What social/bonding activities will be included at meetings?*
- ✓ *How many meetings will include professional development programs?*
- ✓ *How many meetings will be reserved for personal growth topics?*
- ✓ *Can professional and personal topics and/or concerns be combined in programs? How?*
- ✓ *How many meetings should be reserved for Society business and ceremonies, such as orientation, initiation, installation of officers, or founders/birthday celebration?*

## **Developing the Plan**

When the chapter has explored and determined answers to each of the pertinent questions above, members can develop a strategic plan for renewal or revitalization for improving participation, increasing membership, developing future leadership, and/or dealing with other chapter needs.

### **The Plan Should Include:**

- Goals.
- Specific actions that should lead the chapter toward the stated goals.
- Individual(s) responsible for each action.
- Timeline for completing actions or projects.
- Evaluation criteria and a process for readjustment, as necessary.

## **Review, Evaluate, and Adjust**

The members (and advisor) that create the strategic plan to strengthen the membership, structure, and/or leadership of the chapter should include in their plan a process for reviewing progress, evaluating successes, and adjusting the plan at the end of each academic year, or sooner, if appropriate.