

SCB Chapters Advisory Committee 5-Year Strategic Plan, 2006-2010 (drafted October 2006, updated January 2008, F. Nagle)

MISSION The Committee’s mission is to facilitate and advocate local chapter growth, inter-chapter communication, and increased support from the parent SCB organization.

VISION The Committee’s purpose is to help SCB better serve its members and to help strengthen the contribution of the Chapters and SCB to conservation as a whole. The Chapter Advisors anticipate fulfilling their mission by helping local chapters establish and grow; enabling chapters to exchange ideas and information; creating a more visible presence for chapters within the larger SCB organization; and facilitating a network of chapters across the globe.

KEY DIRECTIVES Three key directives arise from this mission and vision for the purpose of supporting chapters. These are: *Growth, visibility, and networking.*

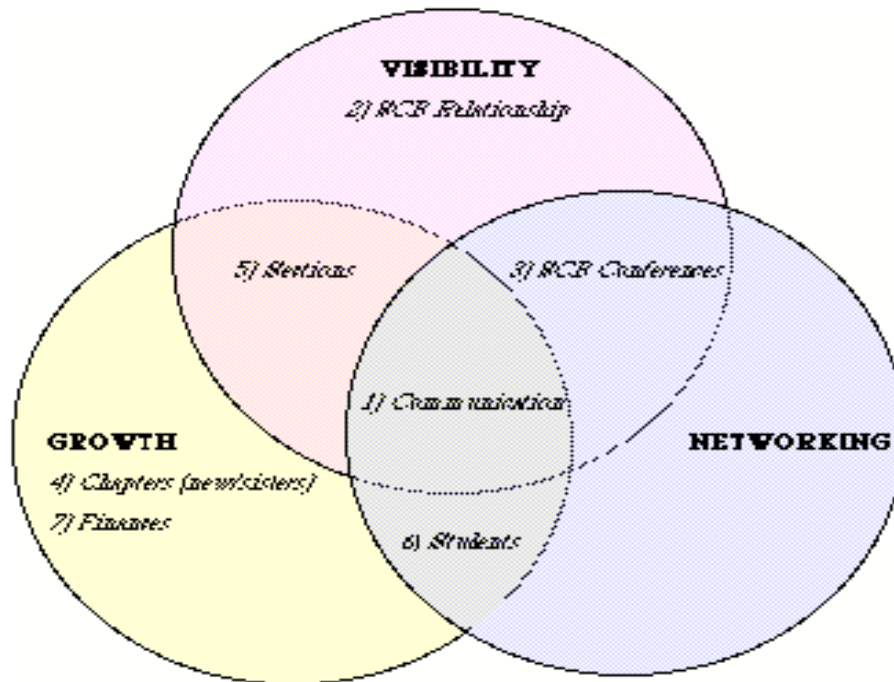
GOALS AND OBJECTIVES The following is a list of seven foreseeable goals and multiple objectives that fulfill the three directives listed above.

Goals	1. <u>Communication</u>	2. <u>SCB Relationship</u>	3. <u>Annual SCB Conferences</u>	4. <u>New Chapters/ Sisters</u>	5. <u>Section Relationships</u>	6. <u>Student Support</u>	7. <u>Financial Support</u>
Directives to be Met	<i>Growth, Networking, Visibility</i>	<i>Visibility</i>	<i>Visibility, Networking</i>	<i>Growth</i>	<i>Growth, Visibility</i>	<i>Growth, Networking</i>	<i>Growth</i>
Objectives	<ul style="list-style-type: none"> ◆ Web services ◆ Newsletter (for chapters) ◆ Newsletter articles (SCB) ◆ Annual chapter meeting ◆ Webconference (for annual chapter meeting) 	<ul style="list-style-type: none"> ◆ Bylaw updates ◆ Membership survey ◆ SCB membership of all chapters ◆ Annual registration ◆ Chapter wish list ◆ Chapter awards/ recognition 	<ul style="list-style-type: none"> ◆ Workshop ◆ Booth ◆ Networking night ◆ Retreat 	<ul style="list-style-type: none"> ◆ Chapter formation ◆ Sister connections ◆ Inherit-Conserve program 	<ul style="list-style-type: none"> ◆ Chapter rep on NA sec board (ex-officio member) ◆ Dialogue with ANA section ◆ North America on chapter committee ◆ Joint bi-annual conference ◆ Other sections 	<ul style="list-style-type: none"> ◆ Student services for chapter members ◆ Connection with North America section student committee 	<ul style="list-style-type: none"> ◆ Chapter grants ◆ General budget ◆ Travel funds for conferences ◆ Fundraising

Time Frame

- 1 year:* Progress made in SCB relationship, section relationships (North America and Neotropical), and communication. New chapters, sisters, and SCB conference activities continue.
- 2 years:* Progress made in student support and financial support. Year 1 progress continues.
- 5 years:* Relationship with all sections established. Strong presence at SCB annual conference and regional section conferences. Institutionalized communication, student support, and financial support. "Wish list" of chapter needs and desires fulfilled. Stronger chapter voice and input on SCB activities affecting chapters. Formal recognition by SCB and Board of Governors for chapter activities, organization, and contributions to conservation.

Graphic of Directives and 7 Goals:



TASKS, PRIORITIZED (Derived from objectives. In rough chronological order, not necessarily order of importance.)

what	status	timeframe
A) First-Order Priority		
-facilitating new chapters	on-going	--
-sisters connected	on-going	--
-annual chapter business meeting (at SCB conference)	on-going	--
B) Second-Order Priority		
-web services generated	imminent	current
-bylaws updated	imminent	current
-survey administered	done	--
-registration on-line	done	--
-wish list submitted	in proress	within 1 year
-North America section on committee	done	--
-joint conference w/ NA section	in progress	within 2 years
C) Third-Order Priority		
-SCB newsletter articles	in progress	within 1 year
-SCB membership revamped	done	--
-North America section board linked	done	--
-grants revised	done	--
D) Fourth-Order Priority		
-workshop coordinated	on-going	--
-booth coordinated	on-going	--
-networking night coordinated	on-going	--
-Neotropical section dialogue initiated	in progress	within 1 year
-general budget generated	done	--
-conference travel funds generated		within 1 year
E) Fifth-Order Priority		
-chapter awards established		within 2 years
-chapter newsletter written		within 2 years
-Inherit-Conserve initiated		within 2 years
-retreats coordinated		within 2 years
-student services coordinated		within 2 years
-fundraising undertaken		within 2 years
F) Sixth-Order Priority		
-web conferencing created		within 5 years
-other sections dialogued		within 5 years