



2020 SVA REGIONAL SUMMITS

The definitive experience for managing a world class SVA Chapter!

2020 SVA Regional Summit (Day 1)

8:30 – 9:00 am Welcome

Jared Lyon, MPA, *National President & CEO*

9:00 – 2:00 pm Building Strategy

9:00 – 10:00 am Define Your Chapter

Kevin Jenkins, *Program Manager, Programs & Services*

10:30 – 11:30 am Enhance Your Chapter

Calvin Jensen, *Manager, Career & Professional Development*

11:30 – 12:30 pm Lunch

12:30 – 1:30 pm Engage Your Chapter

Morgan Kaminski, MBA, *Program Manager, Programs & Services*

2:00 – 3:00 pm The Chapter Development Toolbox

2:00 – 3:00 pm Leadership Tools

Lauren Augustine, *Vice President, Government Affairs*

4:00 – 5:00 pm Virtual Happy Hour

Connect, ask questions, and engage with other chapter leaders from neighboring chapters.

2020 SVA Regional Summit (Day 2)

8:30 – 1:00 pm The Chapter Development Toolbox

8:30 – 9:30 am **Recruiting Tools**
Will Hubbard, *Chief of Staff*

10:00 – 11:00 am **Programming Tools**
Abby Kinch, PhD, *Vice President, Programs and Services*

11:00 – 12:00 pm Lunch

12:00 – 1:00 pm **Fundraising Tools**
Mike Duerr, MA, *Vice President, Development*

1:00 – 1:45 pm Closing Remarks
Jared Lyon, MPA, *National President & CEO*

Welcome to the 2020 SVA Regional Summit!

JARED LYON, MPA
President & CEO



Who We Are & How We Got Here

ACADEMIC PERFORMANCE



STUDENT VETERANS HAVE HIGHER ACADEMIC PERFORMANCE (GPA) COMPARED TO TRADITIONAL STUDENTS

3.34

AVERAGE STUDENT VETERAN GPA

2.94

AVERAGE TRADITIONAL STUDENT GPA

POST-SECONDARY COMPLETION

STUDENT VETERANS' COMPLETE THEIR EDUCATION AT RATES SIMILAR TO THE NATIONAL AVERAGE AND HIGHER THAN OTHER ADULT LEARNERS

STUDENT VETERAN COMPLETION RATE **54%**

NATIONAL COMPLETION RATE **53%**

ADULT LEARNERS (FIRST ENROLLED AT 25 YEARS OR OLDER) **39%**

VETERANS USING THE POST-9/11 GI BILL TO EARN HIGH-LEVEL DEGREES

BACHELOR DEGREES **43%**

ASSOCIATE DEGREES **27%**

GRADUATE DEGREES **20%**

CERTIFICATES **10%**

DIVERSITY

STUDENT VETERANS ARE MORE LIKELY TO:



- ✓ BE OLDER;
- ✓ BE MARRIED;
- ✓ HAVE CHILDREN;
- ✓ HAVE A DISABILITY;
- ✓ WORKING FULL OR PART-TIME;
- ✓ FIRST GENERATION STUDENT



HISTORY OF SVA

- 20 chapters in 2008
- over 1,500 chapters in 2020

Meet Your Summit Instructors



Jared Lyon, MPA
President & CEO



Kevin Jenkins
Program Manager



Calvin Jensen
Development Manager



**Morgan Kaminski,
MBA**
Program Manager

Meet Your Summit Instructors



Lauren Augustine
VP, Government Affairs



Will Hubbard
Chief of Staff



Abby Kinch, PhD
VP, Programs & Services



Michael Duerr, MA
VP, Development



SVA Regional Summit Chapter Development

Enhance and engage a successful
and sustainable SVA chapter



DEFINE YOUR CHAPTER

Part I

#SVALEADS

Instructor Introductions

KEVIN JENKINS
Program Manager



Content Overview

Define Your Chapter

Establish the structure and identity of your Chapter

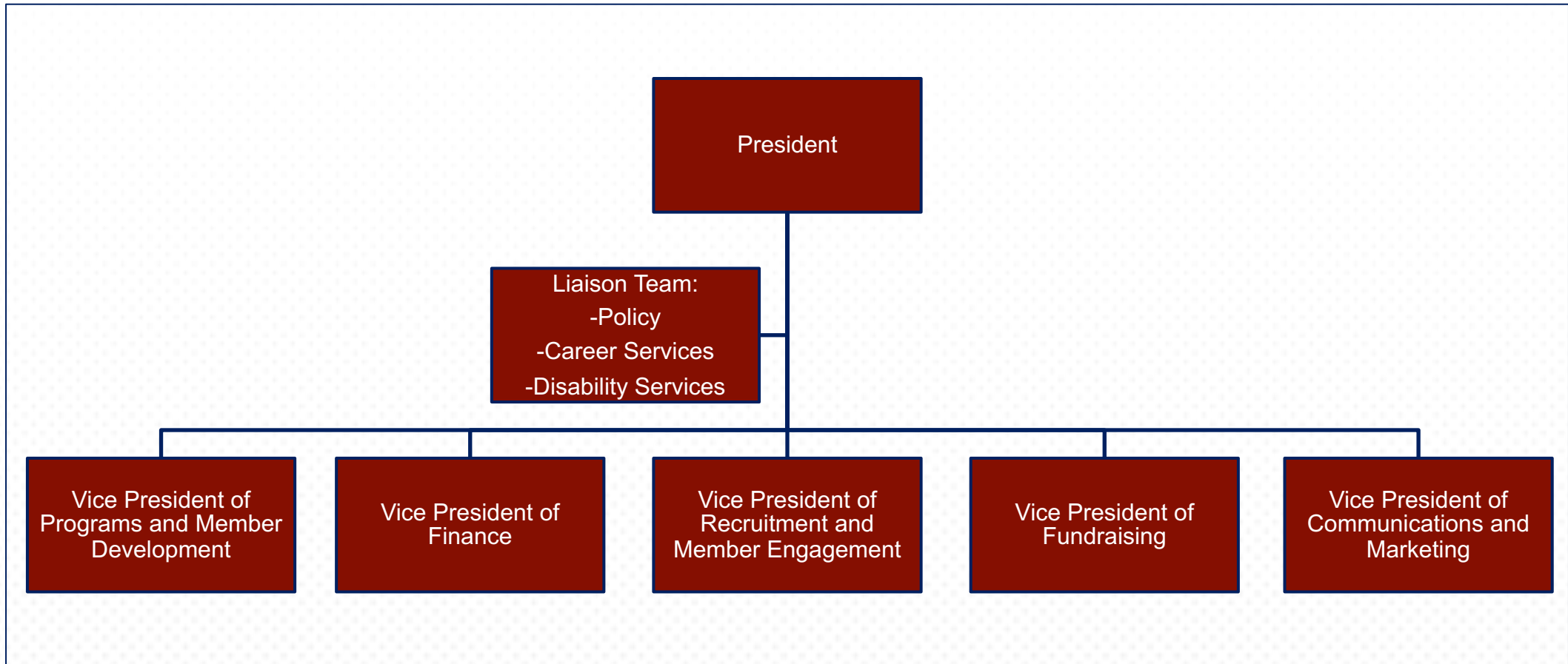
Learning Objectives

1. Form a planning committee including student veterans, faculty, staff, administrators, and other relevant personnel to understand the needs of student veterans, the current landscape as it pertains to student veterans, and how your chapter can address those needs
2. Strengthen the mission statement for your Chapter and the goals that will help you achieve your mission
3. Professionalize governing documents and a leadership team

Primary Takeaway

1. Establish a blueprint or framework for your Chapter.

Recommended Chapter Leaders



Define Your Purpose

Chapter Steering Committee

- Student Veterans
- Campus Administrators, Faculty, and Staff

Assess Your Campus Culture

- Student and student veteran populations
- Campus Location: Rural or Urban
- Student Life: Athletics, Greek Life, etc.
- Campus Setting: Residential or Commuter School

Define Your Mission

A simple, to the point, “what” statement

- What is your chapter’s purpose and reason for existing?
- What does your chapter hope to achieve?
- Does not explain how something will happen.

Strategic Planning

- The impact of strategic planning on your chapter

SVA's Mission Statement

“Act as a catalyst for student veteran success by providing resources, network support and advocacy to, through, and beyond higher education.”



Goals

Goals are what statements focusing on the “big picture”

- Based on desired outcomes
- Can be short-term or long term
- Guide decisions and define priorities
- Support your SVA Chapter’s mission

Assess Your Campus Culture

- Student and student veteran populations
- Campus Location: Rural or Urban
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Value Proposition

AKA “The Elevator Pitch”

In 30 seconds, you should be able to answer the following questions:

- What is your organization?
- What does your organization do and for whom?
- Why does your organization matter?

“We are a student veteran organization on the campus of State University. We focus on providing transitional support services and orientation for new student veterans, military-connected students, their families, and allies. Many veterans need assistance transitioning into college and post graduate life. Our work will help ensure all student veterans are highly successful at State University and beyond.”

Goals

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Assess Your Campus Culture

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Formalize Your Chapter

The Chapter Constitution

- Membership Guidelines
- Meeting Protocol
- Election Protocols
- Officers/Qualifications
- Officer Transition Plan
- Chapter Advisor
- Chapter Advisor Protocol
- Chapter Email
- Other Rules and Regulations

Summit Assignment 1: *Create and/or develop your chapter mission statement and set goals to help you achieve your mission.*

Chapter Mission

The chapter mission statement clearly defines the chapter's purpose, who it represents, and the value added for its members and community. Mission statements reflect the identity of the individual chapter and its members, as well as the role the chapter anticipates playing on campus.

Example:

- Address the challenges associated with the transition from military service to education by encouraging active engagement in the college experience.

Goals

Goals should be clear, action statements that identify what the chapter leaders seek to accomplish and are a direct extension of the chapter mission. Goals will guide the chapter's decisions and define its priorities. A timeline should be established for each set goal.

Examples:

- Goal 1: To connect SVA members with on-campus resources needed for personal and academic success
- Goal 2: Raise visibility of student veterans on campus
- Goal 3: Create camaraderie among student veterans



ENHANCE YOUR CHAPTER

Part II

#SVALEADS

Instructor Introductions

CALVIN JENSEN

*Career and Professional
Development Manager*



Content Overview

Enhance Your Chapter

Build or elevate the operational framework and success strategies of your chapter based on the vision created

Learning Objectives

1. Design a budget and explore sources of income
2. Professionalize your leadership transition plan and records management system
3. Supercharge a marketing plan to promote your chapter to the campus community

Primary Takeaway

1. Establish objectives
2. Develop strategies for achieving each objective

Chapter Finances

Budgets are driven by:

- Priorities set by objectives and strategies
- Plans for the next 6 to 12 months
- Money, time and people needed to turn plans into reality

Revenue is generated by:

- Institutional funding
- Membership dues
- Merchandise sales
- Grants/awards
- Event Tickets
- Donations/In-kind donations
- In-Kind Donations

EXPENSES					
Line Item	Description	Budget	Actual	Difference (\$)	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
Term Total		Budget		Difference (\$)	Difference (%)
		\$ -	\$ -	0.00	0.0%

BALANCE		Projected	Cash on Hand	Difference (\$)	Difference (%)
		\$ -	\$ -	\$ -	0.0%

Record Keeping

- Founding documents
- Student org. funding request
- Strategic plan
- Budgets
- Inventory
- Meeting agendas and minutes
- Membership rolls
- Contact lists
- Event calendar
- Grant funding applications
- Letters of support or recognition
- Significant external correspondence

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- Founding documents
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Officer Transition Plan

Old Business Wrap-Up

- Option 1: Complete turnover
- Option 2: Delayed turnover
- Option 3: Split turnover

Outreach Tools

Social Media

- Facebook
- Twitter
- Instagram
- Email lists

Develop a Brand

- What distinguishes your chapter from other student orgs?
- The power behind SVA's national branding

Outreach & Recruitment Plan

School/Campus Outreach

- Student veteran recruitment
- Student organization outreach
- Faculty & administration outreach

Community Outreach

- Veterans of Foreign Wars
- American Legion
- Local VA Installations

SVA HQ Outreach (Main events)

- SVA National Conference/NatCon (January)
- Washington Week (March)
- Regional Summits (Summer)
- Leadership Institute (Fall)

Additional SVA Opportunities

- SVA Scholarships
- Corporate partner networking certifications
- Social Media Engagement
- SVA LinkedIn Professional Development Community
- Facebook Chapter Leader Forum

Objectives

The practical steps needed to achieve short-term and long-term goals.

How you'll quantify and measure it?

What is your timeline to achieve it?

Objectives need to be S.M.A.R.T.

S.M.A.R.T. Objectives

SPECIFIC

- What exactly is going to be accomplished?
- What will change and for whom?
- Avoid vague descriptions: coordinate, partner, facilitate, etc.
- Use measurable action verbs: increase, decrease, collect, publish, etc.

MEASURABLE

- Do we have the ability to quantify our actions?
- Must be able to collect data and measure it.

ACHIEVABLE

- Can we develop strategies to put this objective in motion?

RELEVANT

- Is it within our power to influence the change we are proposing?
- Can we do the work necessary to implement the objective?
- Can we achieve this objective with resources currently available?
- Is this objective attainable in our time frame?
- Is this a good use of limited resources?
- Is it relevant to short- or long-term goals?

TIMELY

- What is the deadline?
- Define a timeline by working backwards from the deadline.
- Be specific and reasonable.
- Assign definite dates.

Strategies

Strategies are specific steps a chapter will take to achieve each objectives

Each objective will have at least one strategy

Summit Assignment 2a: *List objectives for each goal and strategies for achieving each objective.*

Objectives

A chapter's objectives are the actions the chapter will take to achieve its goals. Objectives define exactly what the chapter will do, how it will be measured and a timeline for accomplishing it. Use the S.M.A.R.T. acronym when setting objectives:

- S = Specific
- M = Measurable
- A = Achievable
- R = Relevant
- T = Timely

Examples:

- Compile a list of veterans' services available on campus and make it available in print and online by September 15
- Create and submit a student veterans orientation slide deck for approval by Student Affairs before Winter Break
- Have at least 12 people at each Chapter Community Service event

Summit Assignment 2b: *List objectives for each goal and strategies for achieving each objective.*

Strategies

Strategies explicitly outlines what the chapter will do in order to achieve each objective. Each objective will have at least one task for accomplishing it. Tasks have a direct connection to the objective.

Example:

If the objective is to: add 15 new email addresses to the contact list by the end of September, the following strategies might be used:

- Put an email sign-up sheet in the Veterans Resource Center
- Ask the SCO to send a blast email to all new student veterans with the Chapter sign-up link
- Table in the dining hall with a sign up and snacks on Thursday lunches in September



ENGAGE YOUR CHAPTER

Part III

#SVALEADS

Instructor Introductions

MORGAN KAMINSKI, MBA
Program Manager



Content Overview

Engage Your Chapter

Manage an impactful and sustainable chapter, that serves student veterans, the campus and the greater community beyond campus.

Learning Objectives

1. Strategically develop events for the purpose of fundraising, socializing, recruiting, and achieving your chapter mission
2. Grow relationships with student organizations, academic departments, faculty administrators and the surrounding community
3. Keep members engaged and involved in the growth of your chapter

Primary Takeaway

1. Brainstorm an annual event that relates to your strategic plan, is attainable given your chapter's capabilities, and will enhance your chapters presence on campus.
2. Conduct chapter meetings that are focused and productive.
3. Grow mutually beneficial relationships that further your chapter's strategic direction.

Creating Valuable Programming

- Your SVA Chapter's strategic plan will lay the framework for the types of programming to offer.
- Programming may cover a broad range of topics – everything from service opportunities to a Joint Services Military Ball.
- A variety of activities will ensure all members and spouses/families maintain interest and feel included.
- A clear understanding of your campus culture and your membership will serve you well.
- Solicit ideas and gauge interest for potential activities at meetings and through other mediums.

Types of Programming

SOCIAL

- Dinners
- Tailgates & Athletics
- Movie Screenings
- Camping Trips
- Happy Hours
- Military Balls

PROFESSIONAL DEVELOPMENT

- Resume Workshops
- Mock Interviews
- Job Fairs
- Mentoring Sessions
- LinkedIn Workshops

PHILANTHROPY AND SERVICE

- Fundraisers
- Bake Sales
- Service Days
- Volunteer Opportunities

ACADEMIC

- Special office hours
- Group study sessions
- Invite professors to speak
- Surviving Mid-Terms/Finals

ADMINISTRATIVE

- Chapter meetings
- Leadership team meetings
- Committee meetings
- SVA Census (Annual)
- Campus Utilization Survey (Annual)
- Update Chapter Contact Information

KEY MOMENTS

- Memorial Day
- Veterans Day
- Back-to-School
- Graduation
- NatCon

Chapter Meetings

The chapter meeting is the venue for the official business of the chapter.

An effective chapter meeting

- Starts on time, ends on time, and has an agenda to keep the meeting on topic
- Builds camaraderie, increases learning and advances the mission
- Considers the individual schedules of members

Three Types of Meetings

1. Regular SVA Chapter meetings
2. Ad hoc/planning meetings
3. Open meetings/Town halls

Consider the following when hosting meetings:

- Offer a virtual option for those who can't attend in person
- Additional, non-official, business should be prioritized in other venues

Relationship Building

- Finding the appropriate donors and matching their interests with the needs of the chapter requires a unique combination of skill and perseverance.
- Many potential donors want to support your cause because they already believe in your mission.
- Alumni who have directly benefited from your SVA Chapter are a great place to start.
- People invest in people they believe in.
- Always follow up and maintain your relationships.

Relationship Building

On Campus

- Office of Career Services
- Student organizations
- Office of Admissions/Transfer Counselor or Advisor
- School Certifying Official
- Office of Student Life
- Dean of Students
- Office of Financial Aid
- Office of the President

In the Community

- Local Businesses
- Civic & Veteran Serving Organizations
- Donors/Supporters
- Political Leaders

SVA Community

- SVA HQ
- SVA Alumni
- SVA Corporate Partners

Summit Assignment 3:

Based on your campus culture and strategic plan, brainstorm an event for your SVA Chapter.

Programming

Chapters should organize meetings and events for their members and the campus community. Programming may include events geared towards volunteering, socializing, networking, and professional development.

Relationships to consider when creating an event:

- Members: an event your membership will want to attend
- Campus community: an event your campus community can embrace
- Donors: an event your donors can be proud to sponsor

Examples:

- Plant trees on campus
- 5K run/walk
- Mock job interviews/resume-building



**THE CHAPTER DEVELOPMENT TOOLBOX:
LEADERSHIP TOOLS**

Instructor Introductions

LAUREN AUGUSTINE

*Vice President,
Government Affairs*



Content Overview

Leadership Tools

Specific tools and techniques to improve your leadership skills as an SVA Chapter Leader

Learning Objectives

During this section, attendees will learn:

1. What it means to be a leader of your chapter
2. How to successfully lead your peers
3. How to exercise strategic thinking and decision making

What Does It Mean To Be An Sva Chapter Leader?

- Accountability and Responsibility
- Ultimate ownership over the success of the chapter
- Focus on communicating the end state
- Relationships with others

Leading Your Peers

- A difficult leadership challenge
- Translating leadership experience in the military to your chapters and beyond
- You're all volunteers
- Relationships, influence, and shared belief

Strategic Thinking & Decision Making

- The strategic plan
- Your tenure as a leader and beyond
- Playing the long game – multi-year initiatives
- Multiple orders of effect
- Communicating how tactical decisions further strategic goals



Welcome to the Virtual Happy Hours!

Get to know other SVA Chapter
Leaders from neighboring schools;
click the link sent to you from SVA.



2020 SVA Regional Summit

Welcome to Day 2

2020 SVA Regional Summit (Day 2)

8:30 – 12:00 am

The Chapter Development Toolbox

8:30 – 9:30 am

Recruiting Tools

Calvin Jensen, *Career & Professional Development Manager*

10:00 – 11:00 am

Programming Tools

Dr. Abby Kinch, PhD, *Vice President, Programs & Services*

11:00 – 12:00 pm

Lunch

12:00 – 1:00 pm

Mike Duerr, MA,

Fundraising Tools

Mike Duerr, MA, *Vice President, Development*

1:30 – 1:30 pm

Conclusion

Jared Lyon, MPA, *National President & CEO*



THE CHAPTER DEVELOPMENT TOOLBOX: RECRUITING TOOLS

Instructor Introductions

WILL HUBBARD

Chief of Staff



Content Overview

Recruiting Tool

Specific tools and techniques to improve your ability to recruit student veterans to your chapter

Learning Objectives

During this section, attendees will learn:

1. How to enhance relationships with enrollment management administrators
2. How to refine a candid and authentic recruitment pitch

Relationships with Your University

- Growing the “pool” of potential candidates
- School Certifying Officials
- Relationships with Administrators

Member Engagement & Recruitment

Engagement

- Communicate with membership to ensure you are offering relevant programming
- Ensure all members are valued and encourage them to pursue leadership positions
- Encourage members to take advantage of the chapter's relationship with SVA HQ
- Discuss areas for improving attendance during after-action reviews

Recruitment

- Leverage on-campus allies to assist with recruiting
- Ensure all incoming student veterans receive a welcome letter from the SVA Chapter
- Set up a separate orientation for student veterans
- Make your presence known around campus and hold recruiting events often
- Develop a recruitment “play book” and revise as needed

Establishing Your Recruitment Pitch

Be brief, candid, and authentic.

Focus on the highlights and benefits of membership and belonging.

Ensure all chapter members know how to easily communicate this value.



THE CHAPTER DEVELOPMENT TOOLBOX: PROGRAMMING TOOLS



Instructor Introductions

ABBY KINCH, PHD

*Vice President, Programs
and Services*



Content Overview

Program Tools

Specific tools and techniques to improve your ability to program events for your chapter

Learning Objectives

During this section, attendees will learn:

1. How to design a clear event planning approach
2. How to delegate and supervise effectively

Event Planning

- **Goals:** Audiences, type of event, when and where, resources needed, etc.
- **Logistics:** Date, time, location, catering, etc.
- **Communications:** Getting the word out and inviting guests.
- **After-Action:** Post event evaluations and follow up.

See the event planning checklist in your Chapter Guide!

Event Planning

- Determine the type of event or activity based on your strategic plan and audience
- Account for the school calendar and potential opportunities for partnership
- Form a core group of volunteers
- Create a budget and set clear goals
- Meet on a schedule to ensure organization
- Promote your event
- Delegation and accountability
- Post event follow-up



THE CHAPTER DEVELOPMENT TOOLBOX: FUNDRAISING TOOLS

Instructor Introductions

MICHAEL DUERR, MA

*Vice President,
Development*





Content Overview

Fundraising Tools

Specific tools and techniques to improve your ability to program events for your chapter

Learning Objectives

During this section, attendees will learn:

1. How to develop partnerships through interpersonal relationships
2. How to better understand the unique role of the VP of Finance and Fundraising

Building Partnerships Through Interpersonal Relationships

- Fundraising 101
- Cultivating donors
- Long-term sustainable revenue generation

The Unique Role of the VP of Finance and Fundraising

- A unique level of trust and responsibility
- The process
- Addressing mistakes openly and honestly

**Congratulations for completing the 2020 SVA
Regional Summit!**

JARED LYON, MPA
President & CEO



Lessons Learned

Building Strategy

- Define your chapter - Define your organization through a mission statement and strategic plan
- Enhance your chapter - Enhance your chapter operations through effective management
- Engage your chapter - Engage your chapter membership and community through strategic events

The Chapter Development Toolbox

1. Leadership Tools
2. Recruiting Tools
3. Programming Tools
4. Fundraising Tools

Looking Ahead

Post-Summit Resources

- Ties and access to SVA Headquarters and Staff
- A regional network of peers
- A pathway to connect and sustain a relationship with corporate partners and community organizations
- Upward mobility in your personal leadership continuum with SVA

Upcoming SVA Programs

- *Leadership Institute* – premier values-based leadership experience
- *NatCon 2021* – largest annual gathering of student veterans in the country
- *Chapter Consultations*



Congratulations!

#SVALeads

Stay in touch with us:



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