

# New England Region Team Goals

2011-2012

## Goal #1: Increase CollegeFish participation in the region to 8-10%

**Project Coordinator: Steve Mason**

**How will this goal benefit our region, our chapters, and our members?** This goal has the potential to increase active membership on a Regional and chapter level. The website is a good resource to help our members and is exclusive to selected community colleges (it eventually will be available to all community colleges), and has exclusive PTK scholarships.

**What specific actions do we need to accomplish in order to achieve this goal? Where will this take place?** We will firstly create workshop (using a PowerPoint we already have) and each of us will go to different chapters and present the workshop and put a link and/or section of the NEPTK website. We will also help chapters incorporate college fish labs into their inductions. We will also push this at our upcoming regional events in the following ways:

**July Chapter Officer Training:** since this is not our event, we cannot run workshops, but we can request to have a table in the registration area for awareness. We can push the program on a personal level at the July event. The following tasks have been assigned for this event:

1. Steve: contact the college fish representative you know
  - a. Request materials ie: banners, promotional material, bookmarks, etc
2. Jill or Ashley: edit registration applications to have membership numbers
3. Julie: contact Michelle about a table for this event

**October Leadership Training & Regional Convention:** create workshops & labs

**Is this a goal will we fulfill as a team, or will we incorporate it into the chapters?** The team will work on this and try to pass resources through chapters.

→ Challenge: chapters won't pick it up if we simply hand over materials

→ Solution: personal contact, going to meetings, making workshops

**How will we incorporate each of the four hallmarks into this goal?**

<b><u>Scholarship</u></b>	<b><u>Leadership</u></b>
<ol style="list-style-type: none"><li>1. Education about opportunities</li><li>2. Knowledge about program</li><li>3. Research into chapters habits</li></ol>	<ol style="list-style-type: none"><li>1. Going to different chapters, developing workshop skills</li><li>2. Guiding members to success</li></ol>
<b><u>Service</u></b>	<b><u>Fellowship</u></b>
<ol style="list-style-type: none"><li>1. Helping other members achieving this goal</li><li>2. Helping region/international</li></ol>	<ol style="list-style-type: none"><li>1. Active members teaching inactive members</li><li>2. Meeting new members, chapters</li></ol>

**How do we know we have reached our goal? What happens if we don't reach our goal?** We measure our goal by checking the percentage numbers. If it doesn't work, regroup and talk about why.

**How do we make this goal a sustainable goal that can be passed down?** We can create workshops and have materials that can easily be transferred.

## **Goal #2: Revitalize inactive chapters and encourage sister chapters**

**Project Coordinator: Julie Larkin**

**How will this goal benefit our region, our chapters, and our members?**

1. Strengthen region by encouraging membership
2. Raises awareness to non-members
3. Will help achieve college fish goal
4. Sister chapters will help encourage non-active chapters
5. Will get more chapters involved in regions
6. Members: can change members' lives by getting them involved

**What specific actions do we need to accomplish in order to achieve this goal? Where will this take place?**

1. VPs will focus on their sections on the region and ask for help if needed with contact
2. Create active contact list
3. Visit large chapters to ask to join sister chapter, vice versa

**Is this a goal will we fulfill as a team, or will we incorporate it into the chapters?**

1. Team goal (we are the puppet masters)

**How will we incorporate each of the four hallmarks into this goal?**

<b><u>Scholarship</u></b>	<b><u>Leadership</u></b>
<ol style="list-style-type: none"> <li>1. Contacts</li> <li>2. Personal research into PTK</li> <li>3. Passing PTK into chapters</li> <li>4. Learn what makes a chapter inactive or active</li> </ol>	<ol style="list-style-type: none"> <li>1. Campaigning</li> <li>2. Personal contact</li> <li>3. Bringing other people &amp; chapters together</li> </ol>
<b><u>Service</u></b>	<b><u>Fellowship</u></b>
<ol style="list-style-type: none"> <li>1. Education of chapters and members</li> <li>2. Service to region and international by strengthening chapters and turning inactive to active</li> <li>3. Strength in numbers, team service</li> </ol>	<ol style="list-style-type: none"> <li>1. Bringing people together</li> <li>2. Bringing team together</li> </ol>

**How do we know we have reached our goal? What happens if we don't reach our goal?**

- After we research and find out numbers and need, set a specific number
- If we don't achieve this goal, we should approach chapters/colleges to get help

**How do we turn this goal into a sustainable project that can be passed down?**

1. Chain effect, chapter to chapter to chapter
2. Sustaining sister chapters will strengthen region
3. Once sister chapter is strong, have them help another chapter
4. Create sister chapter award: motivator, incentive, service
5. Contact OUR sister region- made one letter that we all sign, send to region

**Goal #3: Have a fundraiser to sponsor a member (s) for the Regional Convention**

**Subgoal: focus on less active chapters and/or create fundraising manual**

**Project Coordinator: Joe Assenza**

**How will this goal benefit our region, our chapters, and our members?**

1. Increasing activity among members
2. Could help teach chapters and members to self-sustain while rewarding them for service and fellowship
3. Teach to fish instead of give fish

**What specific actions do we need to accomplish in order to achieve this goal? Where will this take place?**

1. Create fundraiser with specific goal: number of members, what exactly we will pay for
  - a. This goal will be set at a future meeting

**Is this a goal will we fulfill as a team, or will we incorporate it into the chapters?**

This will be a team goal, but we would like to get advisory board or NERA involved. However, if a manual is created it can be passed to chapters.

**How will we incorporate each of the four hallmarks into this goal?**

<p><b><u>Scholarship</u></b></p> <ol style="list-style-type: none"> <li>1. Extensive research fundraising tactics</li> <li>2. What's worked before? What hasn't?</li> <li>3. Strengthen personal fundraising skills</li> </ol>	<p><b><u>Leadership</u></b></p> <ol style="list-style-type: none"> <li>1. Taking position by offering this</li> <li>2. Leading by example</li> <li>3. Requiring scholarship members to write event</li> </ol>
<p><b><u>Service</u></b></p> <ol style="list-style-type: none"> <li>1. Giving funds to the members</li> <li>2. Incentive to make there own</li> <li>3. Filling genuine need for funds</li> </ol>	<p><b><u>Fellowship</u></b></p> <ol style="list-style-type: none"> <li>1. Filling that need</li> <li>2. Getting to know people</li> <li>3. Increase attendance</li> <li>4. Camaraderie</li> </ol>

**How do we know we have reached our goal? What happens if we don't reach our goal?**

1. Specific monetary goal: four scholarships (at forty dollars).
2. If we do not achieve our goal we need to change our strategy

**How do we make this goal a sustainable goal that can be passed down?**

1. Create an easy and creative fundraiser that can be repeated
2. If we surpass our goal, potentially create an endowment

**Goal #4: Get involved in the Community College Completion Corp campaign**

**Project Coordinator: Ashlynn Abbott**

**How will this goal benefit our region, our chapters, and our members?**

1. Positive awareness campaign for importance of completion of community college
2. PTK name recognition
3. Positive impact on members

**What specific actions do we need to accomplish in order to achieve this goal? Where will this take place?**

1. Research program extensively (and beyond program)
2. Make a chapter event (approach college president)
3. Awareness at all regional events- make a regional signing event
4. Registration forms: add membership number (along with college fish)
5. Offer ribbons-president, officer, C4, Collegefish, etc (NERA)
6. Signings at inductions

**Is this a goal will we fulfill as a team, or will we incorporate it into the chapters?**

The team will work on this for the Region but will make into an easy chapter event.

**How will we incorporate each of the four hallmarks into this goal?**

<b><u>Scholarship</u></b>	<b><u>Leadership</u></b>
<ol style="list-style-type: none"> <li>1. Research program extensively</li> <li>2. Journal/hallmark</li> <li>3. AACC- research into completion in general</li> </ol>	<ol style="list-style-type: none"> <li>1. Leading by example</li> <li>2. Giving program to chapters</li> </ol>

<u>Service</u>	<u>Fellowship</u>
<ol style="list-style-type: none"> <li>1. Awareness to members</li> <li>2. Awareness to students</li> <li>3. White House initiative</li> </ol>	<ol style="list-style-type: none"> <li>1. Bring members together</li> <li>2. Helps all students</li> <li>3. More info, more involvement</li> </ol>

**How do we know we have reached our goal? What happens if we don't reach our goal?**

Our goal is 1,000 signatures throughout the Region (ask for college to submit number of signatures). If we do not reach our goal we discuss what went wrong and regroup.

**How do we turn this goal into a sustainable project that can be passed down?**

This is an easy and positive campaign that can be repeated and continued on many different levels.