Elevation Assessment Template

Chapter:

Date:

This document is intended to be used as a template for chapters completing their priority plan assessments. It provides guidance for reflection that allows for goal setting (useful in the next step of Elevation: action plans) and addresses expectations outlined in the Elevation program.

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| Priority Area Seven: External Relations |
| What went well in the previous year in external relations? Please provide a response to this question specific to each target audience. | Parents and Families |
| (Inter)National Organization |
| Other Fraternities and Sororities |
| Our own and other Governing Councils |
| Alumni/Alumnae  |
| Faculty and Staff (should also include faculty/staff advisor) |
| Fort Collins Community |
| Unaffiliated Students |
| What needs improvement based on the previous year in external relations?Please provide a response to this question specific to each target audience. | Parents and Families |
| (inter)National Organization |
| Other Fraternities and Sororities |
| Our own and other Governing Councils |
| Alumni/Alumnae  |
| Faculty and Staff (should also include faculty/staff advisor) |
| Fort Collins Community |
| Unaffiliated Students |
| What are the greatest opportunities that exist for our chapter connected to external relations? |  |
| How does my chapter create a communication strategy that engages all audiences? | *to assess what should be part of a chapter’s external relations plan and to access a template, visit: https://fsl.colostate.edu/external-relations-resources/**[points for reflection: Does my chapter have an external relations plan? What forms of communication do we use (social media, formal communication through email or newsletters, chapter correspondence, etc.)? With whom are we engaging?]* |
| How does my chapter leverage social media to effectively promote our organization? | *[points for reflection: Does our chapter have an intentional social media plan that is part of our external relations program? What social media outlets do we use? Who are our followers? What is the purpose/goal of our social media efforts? Do we post regularly via social media with meaningful content? Does our social media activity reflect our organization values? Why or why not?]* |
| Beyond social media, how does my chapter leverage communication tools? | *[points for reflection: Does our chapter have a newsletter (or formal communication)? Do we send chapter correspondence (to alumni, parents or families of members, other fraternities and sororities on campus)? What is the purpose/goal of our communication efforts? Do we communicate regularly and share meaningful content? Does our chapter communication activity reflect our organizational values? Why or why not?]* |
| How does my chapter engage alumni? |  |
| How has the reputation/image of our chapter changed or evolved over time? | *[points for reflection: Has our chapter intentionally worked to improve our external relations? Has anything happened to or around our chapter that impacts our external relations? As membership changes, how has our image changed as well?]* |
| What is missing from our chapter’s external relations program? |  |
| Based on this reflection, goals for our chapter in this priority area include: | 1. *[state goal here]*
2. *[state goal here]*
3. *[state goal here]*
4. *[state goal here]*
5. *[state goal here]*

 *[Ideally, there are at least 4-5 goals identified for each priority area that emerge after conducting this assessment based on what went well and areas of growth. What needs to continue happening? What gaps need to be filled? What can be newly implemented? These goals will be further explored in action plans where you will be expected to include more specifics about each goal, including how you will accomplish the goal and by when it will be completed]* |