

Chapter Operations Thinking Guide: Pandemic Edition

Chapter Financial Leadership

- How much money do we need to cover essential costs and achieve our chapter's most pressing goals?
- What sound financial practices can we improve on to better support the unique challenges facing our chapter this upcoming semester.
- What revenue streams generate the most income and can be leveraged?
- What resources are immediately available to us?
- What are our non-essential expenses and how can we alleviate those from our budget?
- How can we bolster our finance management team/committee?
- In what ways do our current financial practices create pain-points for our members?
- What funds are not utilized in an effective way?
- What are other possible revenue streams beyond membership dues?
- How can we leverage our alumni and National HQ for financial coaching?
- What can we financially forecast at this moment?
- How can we identify ways to reduce expenses?
- How can the chapter align with the current concerns of members to minimize the impacts of the budget on the individual?
- How can we ensure that the chapter can cover its required expenses?
- What is our current timeline until we deplete our financial resources?
- How will we navigate the personal financial strains our members are facing?

Chapter Management & Continuity

- Is our chapter relevant after stripping away large in-person events and activities?
- What would be long-term implications if our chapter decided to not function this Fall semester?
- What can we do to motivate our members to think innovatively to meet the challenges of this Fall semester?
- What skills do our members possess that will be crucial for our chapter to weather the next two semesters?
- How can we ensure our executive board is working toward shared goals?
- How can we position a strong leader to lead the chapter's COVID-19 risk mitigation efforts?
- How can we prepare our chapter members to increase their capacity to be flexible and find the opportunities amongst the changes and challenges?
- How can we utilize motivation techniques and strategies to increase the functioning of our chapter?
- What management/leadership training and knowledge is available to us?
- How can we encourage maximum involvement from our members who are both on campus and participating virtually?
- What elements should be included into our chapter's unique strategy going into the Fall semester?
- How can we improve communication amongst our officers?
- What are our greatest chapter management deficiencies?
- What skills do we lack that will stop us from succeeding in the Fall?
- What are we spending time doing that is not essential to our unique mission and purpose?
- What aspects of our officer transition need improvement?

- What committees needed to be expanded?
- What are the strategic planning conversations that are essential to our chapter's success?
- What are my National HQ's expectations of our chapter?
- How can we ensure that our chapter has a successful transition of our newly elected leaders?

Marketing & Proving Value

- How can we calibrate our Fall recruitment strategies to overcome the unique challenges of the Fall semester?
- What elements of our current marketing strategy are the most effective?
- What do others say your chapter does really well?
- How does our chapter experience enhance the lives of our members today and beyond graduation?
- What uniquely distinguishes us from other chapters?
- How can we use fraternity/sorority recruitment best practices to prepare for the Fall semester?
- What are the untapped student populations we have overlooked in our outreach in the past?
- How can we improve our social media footprint?
- What is our chapter not doing to create a strong presence on campus?