

Brentwood-Liberty Strategic Planning Report

Strategic Plan Overview

The following strategic plan is our organization's process of defining direction, developing action aligned events and making decisions on allocating resources and capturing opportunities to pursue our strategy.

Start Date

7/1/2024

End Date

6/30/2025

Our Program Mission Statement

To improve agriculture conditions and practices in and about Contra Costa County, to develop agricultural skills or prepare for leadership, cooperative attitudes and rural responsibility, in individuals preparing to enter an agricultural occupation. To advance the cause of agriculture education and to encourage the FFA. FFA makes a positive difference in the lives of students by developing their potential for: premier leadership, personal growth and career success through agriculture education.

Our Program Vision Statements

1. Increasing our involvement in our events
2. Create a welcoming and diverse membership
3. Create leaders within organization and community
- 4.
- 5.
- 6.

Our SWOT Analysis

Strengths

1. We have a good connection with our school administration
2. We have strong community support
- 3.
- 4.
- 5.
- 6.

Opportunities

1. We are growing each year in number of members
2. Teacher rollover has decreased
3. Admin and counselors have been supportive
- 4.
- 5.
- 6.

Our Goals & Outcomes

Goals

1. Get students more involved in activities such meetings, CDE, LDE and conferences
2. Encourage members to try something new
3. Host events that students will enjoy and want to come to by offering events based on their interest
4. Hold an event focused on engaging freshmen students
5. Encourage students to enroll in different ag classes and continue on in pathways
6. Finding new ways to promote events that we offer to increase attendance

Weaknesses

1. Our booster's group could create a clear and concise budget
2. We need help with getting more involvement from current members
- 3.
- 4.
- 5.
- 6.

Threats

1. Community members that do not understand agriculture and talk bad about the program
2. School district not approving intra-district transfers
3. Reputation on campus because of how others perceive us with stereotypes
4. Funding!!!
- 5.
- 6.

Outcomes

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Approved by: _____ (Teacher)

Date: _____

Approved by: _____ (Chapter President)

Date: _____