

CTA's Constant Organizing Goals



Use this chart to help develop and evaluate programs to strengthen your local.

The basis for effective local chapter programs is PLAN > ACT > EVALUATE. Five common characteristics of strong local chapters are referred to as the Constant Organizing Goals and can be used as a basis for effective planning and evaluation of programs and actions:

- **Identifying New Leaders**
 - New People/New Opportunities
 - Inclusive Involvement
 - New Roles
- **Communications**
 - Member to Leaders
 - Leaders to Members
 - "Say It" 7 Times, 3 Different Ways
 - Build Internal/External Alliances
 - Conversations Not Just Speeches & Flyers
- **Achieving & Maintaining Parity**
 - Power
 - Equality With Employer
 - Represent & Empower Members
 - Organize, Then Mobilize
- **Evolving Programs & Objectives**
 - Representation
 - Involvement Based On Members Interests & Issues
 - Systematically Evaluate Existing Programs & Goals
 - Training Programs To Support Goals
- **Developing Alliances**
 - Internal & External
 - No Permanent Friends – No Permanent Enemies
 - Know Your Interests
 - Cultivate Relationships

Steps To Develop Effective Local Chapters:

- ✓ Based on the Constant Organizing Goals, evaluate and assess current programs, utilizing your local staff.
- ✓ Set goals and develop program needs using CTA resources: i.e., Member Training Programs, etc.
- ✓ Coordinate and schedule all elements of your program and training requests with your local staff.
- ✓ Evaluate and assess programs and actions using diagnostic tools, to establish local chapter priorities.