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.