

BODACIOUS GOAL SUBMISSION

ORGANIZATION'S NAME

Lambda Kappa Sigma (LKS)

BOOTCAMP PARTICIPANTS

Name and Position: Jennie Nguyen–Vice President

Name and Position: Christine Chen–Director of Women's Health

ADVISOR(S)

Name and Position: Dr. Jeany Jun (Faculty Advisor)

Name and Position: Dr. Maryann Wu (Faculty Advisor)

BODACIOUS GOAL NAME: REVIVAL

Goal #1: Increase membership to Lambda Kappa Sigma - Lambda chapter (of at least 15+ new member signups) by providing value through community, professional, and leadership development events.

Goal #2: Provide more opportunities for bonding, engagement, and building lifelong connections through social events.

Goal #3: Grow the LKS budget through fundraising efforts in order to have the funds for our events throughout the year.

DESCRIPTION – IN A PARAGRAPH, HOW WOULD YOU DESCRIBE THE PROJECT TO SOMEONE?

LKS's "REVIVAL" project is aimed at rebranding our student organization to be a more inclusive, engaging, and fun part of our members' time throughout their pharmacy school journey, and giving more value to potential and current members. Our goal #1 is to grow membership by raising awareness of its community, leadership, and professional events. To achieve this, we plan to focus on advertising more through social media, holding info nights, and encouraging current members to share their experiences with others. Goal #2 is also geared toward creating more value to our members by giving them more chances to interact, build deeper connections, and form camaraderie as we move forward in our student and professional careers. Goal #3 is what will help LKS have a better chance at achieving our previously stated goals by providing the monetary basis through which we build and fund our events.

WHAT ARE THE FOUR COMPONENTS OF THE PROJECT?

Structural: Redesigning organizational systems and processes including membership recruitment strategies, communication channels, and event planning to support growth and efficient operations.

Human resources: Engaging existing members, recruiting new active members, and developing leadership through training and mentorship to build a strong and committed team.

Political: Collaborating with other organizations to increase engagement and participation, and to spread awareness of our organization's mission to a larger population. Collaborating with the School of Pharmacy to ensure events fulfill competency requirements and professional development of our students.

Symbolic: Rebranding the organization's image and culture by creating a welcoming, inclusive identity that resonates with students and reflects LKS's mission and values, enhancing pride and belonging among members.

HOW WILL YOU MEASURE SUCCESS?

We will measure success by comparing the number of attending students at events to prior years' numbers. At the end of the year we will gauge how successful we are through the number of new members we gain. For fundraisers, we will compare the profits we make to prior years'. We can also ask faculty if their perception of our organization has changed over the year, and whether we are contributing more or less value to the school's program.

TIMELINE: OCTOBER TO MARCH

September 30th - return this form along with the communications plan you developed with your advisor(s)

September – October – personal meeting with Dr. Chase

December 1st – updated proposal submitted to Dr. Chase

February 28th - interim report due (use this form)

April 15th - submission of Bodacious Goal Final Report (on this form) along with Elevator pitches from both responsibility partners

May - celebrate and receive a certificate! Congratulations.

FOR INTERIM REPORT

WHAT HAVE YOU LEARNED ABOUT BEING A LEADER?

- Working on our “Revival” goal made us realize leadership is much less glamorous than we thought. It is not just coming up with a big vision like “let’s grow membership.” It is following up on small things, making sure people are doing what they said they would, and constantly adjusting when plans do not work out. We also learned that everything is connected. We cannot just recruit 15+ new members and call it a day. If we do not have good events, enough funding, or a welcoming culture, people won’t stay. We also thought that leadership means thinking about value. Why would someone join LKS? What are they actually getting out of it? If we cannot answer that clearly, then no amount of advertising will fix the problem.

FOR FINAL REPORT

REFLECTION – WHAT DID THE FOUR FRAMES TEACH YOU ABOUT LOOKING AT A PROBLEM THROUGH DIFFERENT PERSPECTIVES/FRAMES?

KNOWING WHAT YOU KNOW NOW, WHAT WOULD YOUR BODACIOUS GOAL BE IF YOU COULD START AGAIN?