



Sam Houston Chapter Katy, Texas

Strategic Ranking Matrix

Basis for determining the importance of an event to the Chapter:

General Conditions:

We have limited people and resources to support a large number of events; therefore, we must be strategic in what we choose to deploy resources against. As a result, we will use the below strategic ranking matrix to assign rankings/weights to events in an effort to maximize the Chapter's limited resources. The higher a ranking/weighting an event is assigned, the greater likelihood that the Chapter should expend resources to participate.

Strategic Ranking Criteria		Importance to Chapter/Katy				
		Low (1x)	Medium (2x)	High (3x)	Critical (4x)	
Unless in the immediate/surrounding Katy area and tied to the RoT, minimal benefit to either the Chapter or the Katy area.	Strategic Ranking	1				
This event indirectly benefits the Sam Houston Chapter, but does not benefit the Katy area. However, it does create beneficial connections between Chapters.		2				
Although this event is not coordinated by the Sam Houston Chapter, nor does it take place in/near Katy, the Chapter does sponsor the <i>USS San Jacinto Enlisted Sailor Award</i> , so the Chapter's presence is required. In addition, due to the significance of the event, the opportunity for increasing membership is high (e.g., San Jacinto Day/Festival).		3				
Ownership of the SRT support resides with the Sam Houston Chapter and the event directly benefits both the Chapter and Katy area.		4				

Overall Score: 1-3: 4-6: 7-9: >9:



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Typical Events and their Associated Rankings		
Community Event	Resources Required	Overall Ranking
Local Katy-area parades	Vehicle, trailer, flags, candy, people, reenactors, \$, magnetic signs, time	16
Houston metro-area parades	Vehicle, trailer, flags, people, \$, magnetic signs, time, coordinate with the Lonestar Chapter	4
Flag/Grave ceremonies	Flag(s), people, time	12
Local Folk Life Festivals	Tables, canopy, people, flags, handouts, reenactors, \$, time	16
San Jacinto Day/Festival	\$, tables, canopy, handouts, people, flags, time	9
Katy Rice Festival	Tables, canopy, people, flags, handouts, reenactors, \$, time	16
Texian Navy Day	\$ (<i>USS San Jacinto Enlisted Sailor Award</i>), tables, handouts, people, flags, time	16
Miscellaneous local Katy school support for TX History	People, time, handouts	16
Historical marker dedications <i>(higher ranking if sponsored by the Sam Houston Chapter)</i>	People, time, flags	3
Local Katy civic engagements/representation (i.e., City of Katy Rice Festival)	People, time, flags, handouts, canopy	12
Volunteerism/Support at San Felipe de Austin (i.e., Father of Texas Celebration)	People, time	16
Texian Market Days	Tables, canopy, people, flags, handouts, reenactors, \$, time	4
Texas Hero's Day	People, time	4



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Specific Events and their Associated Rankings		
Community Event	Month	Overall Ranking
Katy Rodeo Parade	February	Critical
Mirabeau B. Lamar Tomb Flag Ceremony	March	Critical
Katy Folk Life Festival	April	Critical
San Jacinto Day/Festival	April	High
Astros baseball game	August	Medium
Texian Navy Day	September	Critical
Tomball Holiday Parade	November	Low
Katy-area school presentations	As Requested	Critical
San Felipe de Austin	May 2018 and Father of Texas Program event in November	Critical
City of Katy Rice Festival	October	Critical
Texian Market Days	October	Medium
Texas Hero's Day	September	Medium