

MINUTES

STRATEGIC CONVERSATIONS: STRATEGIC PLANNING

SEPT. 25, 2024

- I. Welcome
 - A. President Kathy Leibrand welcomed participants.
 - B. Rules of engagement were repeated
 1. Use the chat feature
 2. Raise hand to speak
 3. Let everyone participate and speak
 4. Identify yourself when speaking
 - C. Kathy gave a short recap of the previous conversation and announced that the powerpoint is available
 - D. Kathy introduced Paula McReynolds, VC member who will speak on the Council's strategic planning process
 - E. Kathy asked how many groups have a strategic plan: three said yes, but in various stages of completion; one said no, their group is too small.
- II. Presentation-Paula McReynolds
 - A. The VC has been working on its strategic plan since last November focusing on how it can help local groups while staying in alignment with the LAO plan
 - B. How to start?
 1. Worked on Mission Statement by checking other examples, submitting anonymous ideas and working from there
 2. Mission Statement says who we are
 3. Then worked on Vision: who we are in the future
 4. Must be coherent, straightforward, in broad terms and with a future focus
 5. Next, Core Values: commitments and what we believe
 6. These help structure and planning
 7. VC chose leadership, collaboration, equality, education and change management
 8. Then went to Projects: steps to take to realize vision and mission
 9. VC chose to focus on Policies and Procedures, membership recruitment alternatives, reconfiguring of the Conference structure, a Volunteer Toolbox, marketing of the VC and education of volunteers
 10. Learnings: use metrics to measure success; clarity is essential; involve diverse voices; use inclusivity and collaboration; be flexible and adaptable; use data and feedback, strong leadership and effective communication; balance long-term goals with short term wins
 11. Notes and takeaways: it is an ongoing process; stress engagement; develop leaders
 12. Powerpoint will be available to share
 - C. Q&A
 1. How did survey work? Worked from experience, conference surveys and general issues. Another survey is in the works

2. Does size of group matter? Go through all the steps and adapt what works

D. Closing

1. Kathy asked if it was acceptable to publish contact information to the conversation group
2. Next conversation will be October 2 with David Styers
3. Closing and thank yous