

Strategic Planning Committee

Annual Report

July 2017

Nancy Rekowski, Chair

Committee members Nancy Rekowski, Joanna Henshaw, Cecilia Essenmocker, Casey Farrell made up the 2016/2017 committee. The committee chair will be reappointed following the convention and all members will be dismissed from their duties at that time.

The Strategic Plan is a living document and may be updated or amended at any time. The document consists of goals and strategies to reach those goals. This year members of the Board of Directors and committee chairs were asked to reevaluate sections of the plan that pertained to their committee and to make updates.

How the Committee Works

The strategic plan is formulated by using the SWOT Analysis method. SWOT is an acronym for strengths, weaknesses, opportunities and threats within the organization. ASWOT analysis can also be performed at any time that the organization deems necessary.

Strategic planning is used to come up with new projects to compete and keep an organization relevant to modern consumers. Strategic planning describes the process an organization uses to determine how it can best meet its objectives and carry out its mission. A SWOT-analysis is a common strategic planning tool that can help evaluate the chances that a certain project will succeed.

The Strategic Planning Committee should be made up of a minimum of three members that will oversee its content, conducted an annual review, submit an annual report for the midterm meeting and organize officers, members of the Board of Directors and committee chairs to conduct an annual review and update to the plan. Reviews and updates must occur prior to the October board meeting and be submitted in the same format as the original document.

The Board of Directors and committee chairs should review the strategic plan prior to considering and submitting their budgets. Many items on the plan have minimal or zero cost. Every board member or committee chair should submit at least one item from the plan for possible funding. Please mark that item(s) in the explanation: of the budget form, "to fulfill strategy number XYZ of goal XYZ". The finance committee will then make the decision if that goal/strategy is affordable.

The chair of the strategic planning committee will make themselves available for questions or to assist you during your committee's strategic planning meeting.