

Strategic Planning Committee  
Fall 2018 Board Meeting in St. Louis, MO  
Friday, 6 September 2018  
Meeting Minutes

Diane Vanner Steinberg (chair); Glen Brewster; Carrie Fitzpatrick; William Johnson; Natasha McPartlin also present. No absences.

The Strategic Planning Committee reviewed the Strategic Plan in its “by date” format. A few tasks that were listed by the plan as “past due” are still being worked on, such as the final revisions for the Constitution, By-Laws, and Policies & Procedures. Another change that has taken place between the adoption of the Strategic Plan from Fall 2015 and the present day concerns social media. In 2015, we had expected to adopt English Matters, but members prefer the use of the social media platforms they already work with – Facebook, Twitter, Instagram, etc. – and the CO has discontinued English Matters. The Committee also agreed to modify Goal 5C (using advertising revenues to pay for the costs of the convention program) as we are going to adopt a reduced size paper program and rely on the e-program instead.

A few goals that need more attention are 7C: To explore additional models for Common Reader, and 9A: To develop additional service, partnership, and outreach opportunities for societal membership. The committee feels that the increase in internship grants more than makes up for not developing more internship partnerships such as the Penguin internship partnership (which is time consuming for both the Board and the CO, which garners hundreds more applicants than can be accommodated, and which results in one internship per year). Another goal that still needs attention is 2A: To establish the appropriate organizational placement for virtual and international chapters.

Two motions came out of the committee meeting. The committee moved that the CO include in its budget preparations for the 2020-2021 AY and convention city planning another day added to the beginning of the Fall Board Meeting for Strategic Planning. Board Members and CO staff would come one day early for a 24 hour strategic planning “retreat.” Student board affiliates would not need to come early to the Fall Board meeting.

The second motion was that the Society’s vision statement “Transforming the world with words” be amended to “Transforming worlds with words.” Both motions were presented to the Board.