

## Strategic Planning Committee

### Strategic Planning Committee Charge

To evaluate existing Society programs and organization; to research new programs; to recommend constitutional revisions to the Board; to facilitate, upon Board approval, the implementation of committee recommendations.

Committee Focus	Deadline
Prepare for Strategic Planning Retreat including distributing a working outline, sharing information on SWOTT analysis, and organizing major Society documents.	Fall 2015
Request completion of SWOTT analysis and dream goals and compile responses.	Fall 2015
Review proposed changes to the Society Constitution and Bylaws when submitted.	Spring 2016
Compile all information from the retreat into a strategic plan draft to be shared, discussed, and revised in the Spring 2016 Board meeting.	Spring 2016
Discuss and develop plans for responding to changes in the field of English studies, including but not limited to its positioning in the academy.	Spring 2016
Evaluate usability of online resources for Sponsors, Board members, chapter leaders and make recommendations.	Spring 2016
Work with the Executive Committee on continued development of a long-range financial plan for the achievement of Society objectives.	Spring 2016

### Meeting Minutes, Fall 2015

#### *Committee Discussion Points*

- Strategic Plan Retreat: Committee members discussed a few of the major issues that rose from the strand conversations. Specifically, we identified the need to review and edit the existing mission statement and draft a new vision statement that the board can review at the spring board meeting;
- Research & Data Collection: Participants discussed the various statistics, facts, and samples needed for informed decision-making and requested by the various discussion strands;
- Drafting & Timeline: Over the next five months, the strategic planning committee will draft portions of the new strategic plan using information from the SWOTTs and discussion strands. Our goal is to have a complete draft to the board a few weeks prior to the spring board meeting. Gloria will reorganize the board meeting to include some discussion time of the draft.
  - October: Tap the graduate assistant in the Central office to collect some data and post it to our Dropbox account;

- November 1 - January 11: Committee members review materials and draft objectives for their assigned areas;
  - January 12 – February 21: Committee chair will review and synthesize the parts into a whole;
  - February 22 – March 1: Board reviews electronic version of the draft;
  - March 1: Board discussion of strategic plan draft.
  - Motion: The Strategic Planning Committee moves to hire three central office positions within the next four months to include:
    - The hiring involves the replacements for two existing positions with minor teaks to the existing titles and the hiring of one new position:
      1. The full-time position of Director of Communication & Chapter Development to the Director of Board Communications & Chapter Development (replacement position);
      2. The full-time position of Social Media Strategist to Social Media and Public Relations Strategist (replacement position);
      3. A full-time six-month position [that will turn into a full-time nine-month position with the start of the next academic year] for an Event Planner (new position).
- [The motion was approved unanimously with a friendly amendment to change the title of Event Planner to Event Coordinator.]