

Strategic Planning Committee Minutes
St. Louis, MO Spring Board Meeting
Tuesday 26 March 2019 @ 8:30 pm in Market Street 1

Present at Meeting: Glenn Brewster (president); Bil Johnson (Ex Dir); Natasha McPartlin (CO); Diane Steinberg (chair); *absent*: Carrie Fitzpatrick (past president)

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.

This year's Committee Charge:

Summer 2018 into Fall 2018

- By September 1, review strategic plan to identify and discuss relevant goals and objectives at the Fall board meeting.
- From September through December, oversee ongoing strategic plan implementation and timeline.
- By Fall Board meeting, revise & submit outline for a succession plan to the Executive Committee for discussion.
- By Fall Board meeting, review & make recommendations about recent marketing initiatives undertaken by the Central Office.

Spring 2019 into Summer 2019

- By Spring Convention, review & make recommendations about recent marketing initiatives undertaken by the Central Office.
- By May 15, review short reports from task forces and make recommendations to the President for committee charges and planning, and revise the due dates within the Strategic Plan to reflect completed and ongoing tasks.

Committee: Diane Steinberg (chair); Glen Brewster, Carrie Fitzpatrick, Bil Johnson, Natasha McPartlin

- I. Welcome and Hellos
- II. Review last fall's work
 - A. We brought a motion to the board that the vision statement be changed from "Transforming the world with words" to "Transforming worlds with words." The motion did not pass. It also did not fail, but was tabled and not lifted up from the table. Do we want to discuss / revisit / abandon?

We decided to continue to keep this motion on the table, as it seems to be something that could require quite a lot of time to discuss thoroughly.
 - B. We said that we wanted to explore new models for the Common Reader. Any ideas?

We really did not have any new ideas for Common Reader, but we did express our approval for (1) Common Readers in different genres; (2) this year's choice.
- III. Looking at recent changes to merchandising
 - A. Are we hearing any feedback informally?
 - B. Can we ask Elfi how things are going with merchandising moved out of the CO?

We are looking forward to hearing from the CO about the new merchandising and about sales at this year's convention.

- IV. Are there changes we want to ask about, such as Goal 2B: To discuss, reconsider, and clarify the roles and responsibilities of the executive board membership. Is the "Member at Large" designation one we are happy with?

We want to make sure that the title Officer-at-Large is indeed used on all Society web pages and documents.

- V. Are there Strategic Planning Goals we want to tweak / abandon?

- A. Goal 4C: Create a video-based, virtual library of readings by and interviews with literary figures, much like TED talks function, housed at <http://english.org/sigmatd/> and with the goal of providing speaker experiences to high schools or universities with limited means or with diverse programs unable to bring in speakers for each area of specialization.

Yes, we want to abandon this goal, as the costs associated with high quality video production are currently beyond our means, and as the sort of video capture that students might do at events they attend (cell phone capture, for example) doesn't look professional enough for our english.org site.

- B. Goal 5B: To provide simple, powerful materials that chapters can use on their campuses to promote the discipline of English as a whole.

1. This seems like a great goal, but how would we do it? A poster contest for undergrads to design posters advertising Sigma Tau Delta?

We did not discuss either working on or abandoning this goal. We did, however, recommend that folks check out StudytheHumanities.org

<https://www.studythehumanities.org/> and HumanitiesIndicators.org
<https://www.humanitiesindicators.org/>

- C. Goal 9A: To develop additional service, partnership, and outreach opportunities for societal membership.

1. Do we actually want to do this or instead advertise the internship stipends more widely and let students find their own close-to-home internships?

While we appreciate all the work that people do for the Penguin internship, and all the work that goes into / went into the NCTE internship, we certainly realize that both of those opportunities are geographically limited, in contrast to the internships funded by the Scholarships Committee.

- VI. Any ideas about the next strategic planning retreat -- which is in 1.5 years? Do we want to follow Carrie's model of casting a wide net? Do we want the same participants? Any ideas about non-board members who could be good sources here?

We talked for quite a while about the Fall 2020 Strategic Planning Retreat (which will occur in Denver one day before the Fall Board Meeting and will necessitate a Wednesday evening arrival and a four night stay in the fall). The model that Carrie used in 2015 will likely be dusted off. Voting Board Members, the Executive Director, the NEHS Director, the Director of Society Operations, the Director of Marketing and Technology, and the Director of Social Media Strategies will all be part of the Strategic Planning Retreat. Student Representatives, the Alumni Representative, the Society Publications Manager, and other Central Office staff are unlikely to be part of the retreat.

We do not yet know who will coordinate the retreat. It will be Diane Steinberg's first board meeting as president, and we will have newly elected vice president. Carrie

Fitzpatrick organized the strategic planning retreat in her second year as vice president in 2015.

One part of Carrie's retreat we are likely to revive is her use of summer reading questions designed to collect information about possible discussion topics and discussion groupings.

VII. Any other business? Any motions?

We had a few ideas to toss around:

- Keep our current vision statement, if possible (strategic planning retreats that concentrate on revising vision statements can get stuck right there crafting and re-crafting prose)
- Keep a close eye on merchandising, especially the "new" merchandise, to see what sells.
- Are there tasks / ideas/ goals from the 2015 Strategic Plan that we are neglecting, and should we recommend a new task force to look at those. Is heading this T.F. an Officer-at-Large task?
- We are looking forward to 2024, when the Society celebrates its centennial. Should we think about forming a Centennial Committee?

VIII. Thank you

Minutes presented by Diane Steinberg