

Minutes from Strategic Planning Committee / Spring 2020 / meeting in “Go to Meeting” format
Wed, March 25, 2020 2-3:15 pm CST

Chair: Diane Steinberg / Members: Glen Brewster, Carrie Fitzpatrick. Bil Johnson, Natasha McPartlin. Shannin Schroeder was also present.

Here are our committee charges:

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.

Spring 2020 into Summer 2020

- By Spring Convention, review & make recommendations about recent marketing initiatives undertaken by the Central Office.
- By May 15, review short reports from Task Force on Advocacy for English & Related Disciplines and Task Force on Engaging Non-Traditional Students 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.

All of these tasks are temporarily deferred to a summer or autumn committee meeting.

One of the new points for us to consider is cost-savings.

- Any cost-savings ideas for the one day retreat for Strategic Planning?
 - Board members volunteer to share rooms
The committee decided that, in light of social distancing, we would not look into this in Fall 2020
 - Take advantage of the Sunday check-out date (we’re paying for four nights for the fall board meeting) to schedule needed activities on Saturday after the Board meeting ends
 - Team-building and planning meetings for student leaders
 - Something fun for student leaders to do together on Saturday evening so that they all stay and work on Saturday afternoon
 - A chance for an informal mentor / mentee meeting after the Board meeting to make sure that everyone is not suffering from “board meeting shock”
The committee will (1) make sure that Katie Mudd has time and resources for student leaders team building; Diane will make sure that all new board members are assigned mentors, and that board members new to their positions will also be mentored.
 - Consider a COVID-19 dues extension until the end of FY 20-21 (June 30, 2021) by which potential student members who do not join in spring 20 are still eligible for student membership even if their eligibility would normally end with May 2020 graduation dates.
The central office is working on this.
 - Consider a COVID-19 national service project in support of childhood literacy for children cut off from school and local libraries. Make sure that this is publicized on our webpage. Perhaps increased support for the Dolly Parton Imagination

Library?

The CO will send chapters some suggestions for social distancing activities and service projects.

- How do we want the fall retreat to be scheduled? When should Natasha tell everyone to arrive and leave?

The CO will schedule the strategic planning day from 9 am to dinner on Thursday the 24th. Strategic planners will arrive by Wednesday evening. Fall committee meetings will begin on Thursday at 7 pm.

In attendance at the retreat will be voting members of the board; Central Office staff: Bil, Natasha, Elfi, Dave: and Carrie Fitzpatrick. (18 people).

We are going to want to solicit information from stakeholders on our:

- Strengths
- Weaknesses
- Opportunities
- Threats

The same survey can be sent to all stakeholders, but we'll encourage more detailed responses to open ended questions from current and past board members and affiliates.

We are looking for a different strategic planning document at the end of all this that casts a narrow rather than a wide net (both are good, but we went wide in 2015). This means that at the end we'd have to select about 4-6 action points to focus on, and keep a laser focus on those action points. We could, of course, keep a copy of "junior varsity" action points that might become more important for strategic planning down the road.

We've envisioned a survey monkey that could be sent to everyone who is active in Sigma Tau Delta:

- Advisors of active chapters / large chapters
- Advisors who would have attended convention, or who score submissions, or judge scholarships
- Students / Alumni Epsilon who submit to or registered for the 2020 convention, or submit to the *Rectangle / Review*, or who apply for scholarships or awards.

We're looking at a check box format that allows people to indicate more than one strength, weakness, opportunity, or threat.

No motions to the board came out of the committee meeting

Appendix: Working Draft of Survey Monkey

(1) What are some strengths you see in Sigma Tau Delta? Please check all that apply.

- Social Media presence
- Helpfulness of Central Office staff
- Annual Conventions
- Scholarships and awards for students
- Service projects in support of literacy
- Low cost of dues compared to other honor societies
- Opportunities for alumni members in the society
- Independence of individual chapters
- Opportunities open at the chapter level
- Chapter officers and advisors

(2) If you could only select 2 of these strengths as the most important, which 2 would you select?

- Social Media presence
- Helpfulness of Central Office staff
- Annual Conventions
- Scholarships and awards for students
- Service projects in support of literacy
- Low cost of dues compared to other honor societies
- Opportunities for alumni members in the society
- Independence of individual chapters
- Opportunities open at the chapter level
- Chapter officers and advisors

(3) What other strengths do you find that we have not included among the checkboxes? (open-ended question)

(4) What are some weaknesses you see in Sigma Tau Delta? Please check all that apply.

- Social Media presence
- Helpfulness of Central Office staff
- Annual Conventions
- Scholarships and awards for students
- Service projects in support of literacy
- Low cost of dues compared to other honor societies
- Opportunities for alumni members in the society
- Independence of individual chapters
- Opportunities open at the chapter level
- Chapter officers and advisors

(5) If you could only select 2 of these weaknesses as the most important, which 2 would you select?

- Social Media presence
- Helpfulness of Central Office staff
- Annual Conventions

- Scholarships and awards for students
- Service projects in support of literacy
- Low cost of dues compared to other honor societies
- Opportunities for alumni members in the society
- Independence of individual chapters
- Opportunities open at the chapter level
- Chapter officers and advisors

(6) What other weaknesses do you find that we have not included among the checkboxes? (open-ended question)

(7) What are some areas in which you see opportunities for growth in Sigma Tau Delta? Please check all that apply.

- Social Media presence
- Helpfulness of Central Office staff
- Annual Conventions
- Scholarships and awards for students
- Service projects in support of literacy
- Low cost of dues compared to other honor societies
- Opportunities for alumni members in the society
- Independence of individual chapters
- Opportunities open at the chapter level
- Chapter officers and advisors

(8) If you could only select 2 of these opportunity areas as the most important, which 2 would you select?

- Social Media presence
- Helpfulness of Central Office staff
- Annual Conventions
- Scholarships and awards for students
- Service projects in support of literacy
- Low cost of dues compared to other honor societies
- Opportunities for alumni members in the society
- Independence of individual chapters
- Opportunities open at the chapter level
- Chapter officers and advisors

(9) What other opportunities do you find that we have not included among the checkboxes? (open-ended question)

(10) What are some areas in which you see threats to Sigma Tau Delta? Please check all that apply.

- Social Media presence
- Helpfulness of Central Office staff
- Annual Conventions
- Scholarships and awards for students

- Service projects in support of literacy
- Low cost of dues compared to other honor societies
- Opportunities for alumni members in the society
- Independence of individual chapters
- Opportunities open at the chapter level
- Chapter officers and advisors

(11) If you could only select 2 of these threats as the most important, which 2 would you select?

- Social Media presence
- Helpfulness of Central Office staff
- Annual Conventions
- Scholarships and awards for students
- Service projects in support of literacy
- Low cost of dues compared to other honor societies
- Opportunities for alumni members in the society
- Independence of individual chapters
- Opportunities open at the chapter level
- Chapter officers and advisors

(12) What other threats do you find that we have not included among the checkboxes? (open-ended question)