

Dear Strategic Planning Committee Members,

Thank you for agreeing to serve on the Strategic Planning Committee for 2014-2015. The March committee and board meetings were productive and inspiring. In *Anna Karenina*, Leo Tolstoy wrote, “Spring is the time of plans and projects.” So, let us begin.

For your review, I posted below the committee minutes and a working agenda for online conversations and updates over the summer months.

Best wishes,
Carrie

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Strategic Planning Committee Meeting Minutes, Spring 2015

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 Foci

- Review proposed changes to the Society Constitution and Bylaws as they are submitted.
- Evaluate usability of online resources for Sponsors, Board members, chapter leaders and make recommendations.
- Review the recommendations of the strands of the Membership Development Committee, especially, but not limited to, the Virtual Chapter Strand.
- Discuss and develop plans for responding to changes in the field of English studies, including but not limited to its positioning in the academy.
- In conjunction with the Executive Committee, continue development of a long-range financial plan for the achievement of Society objectives.
- Review and update the Strategic Plan, following the schedule for biennial review.

Committee Minutes

- Constitution Revision
 - Discussed breaking down the constitution into sections (editorial revisions during the summer months via Deb and Gloria)
 - Debated potential membership category revisions
 - Concurred that Executive Committee will assign and distribute pieces of a draft to work on during the summer and fall strategic planning retreat
 - Agreed to review the ACHS guidelines for memberships in honor societies

- Membership Development
 - Deliberated opportunities and challenges of the strands of the Membership Development Committee, especially, but not limited to, the Virtual Chapter Strand
 - Contemplated the effects of strand development growth on awards, scholarships, equity of strand representation, committee name, and regional designation
 - Affirmed the Membership Development Committee is often a brainstorming committee that sends out information and makes requests to other committees. The committee has an important function as a think-tank for the various membership strand concerns
- Strategic Planning Retreat
 - Reviewed a working outline of structured dialogue/committee work for the fall 2015 board retreat.
 - Discussed the discussion strand topics, participation, and structure of the retreat
 - The retreat will focus on an in-depth review of who we are, what we do, and where we want to go with the organization. Topics will include the integration of goals and objectives across the constitution, strategic plan, committee charges and foci; region, board and committee structure; composition of central staff; position of executive director (with special attention on the succession plan); membership categories; current and future technology needs; and the mission and vision of the society, etc.
 - The strategic planning will take place in three phases:
 - Pre-planning (all voting and nonvoting members involved and related interested parties)
 - Posting in mid-June—retreat structure and discussion strands; historical and informational articles on the organization, the process of strategic planning and SWOT analysis, and miscellaneous samples; individual SWOT analysis sheets and dream lists completed by late July
 - All members are asked to participate in the pre-preparation of the retreat involving the review of societal documents, completion of a SWOT analysis, and list of pie-in-the-sky dreams for the future of the organization. What do you want STD to be and do?
 - Retreat (all completed SWOTs from constituents and voting board members—however, voting board members, if encountering professional or personal conflicts, can opt out of the one-day retreat)
 - Share compiled SWOT analyses in September
 - Engage discussion threads and create initial drafts of short term and long term goals
 - Post-Retreat (all voting and nonvoting members involved over the next year)

- Compile all information from the retreat into a strategic plan draft that will be sharing, discussed, and revised in the spring 2016 board meeting

Online Discussion Agenda
(April through September 2015)

- Distribute a working outline of structured dialogue to the board in April for the fall 2015 board retreat
- Organize and make accessible all the major documents of the society: constitution, mission and vision, societal policies, old strategic plan, and committee charges and foci
- Share articles on effective strategic planning, long and short-term objective-making, SWOT analysis, and other related informational materials
- Request completion of SWOT analysis template and dream goals from all interested parties