

## Spring 2017 Strategic Planning Committee Meeting Minutes

March 28, 2017

Louisville , KY

Chair Glen Brewster

Board Members: Carrie Fitzpatrick, Timothy Helwig

Staff: Natasha McPartlin, Bil Johnson

**1.** We began with a **review of the Strategic Planning Process thus far**, noting that the Chronological Strategic Plan draft now available on the Board member webpages would help guide our planning and serve as a reference for other committees, task forces, and the Central Office.

Since the Strategic Plan was adopted as a “work in progress., Glen will continue to update this draft and will synthesize progress among the various elements of the plan as we go forward.

### **2 & 3. Review of Mission Statement drafts**

During our committee meeting, we discussed the drafts collected during 2016 of potential **revisions to our current Mission Statement and the creation of a new Vision Statement.** We agreed to recommend the versions below to the Board for discussion. After discussion at the Board meeting, the following motion was made (not by members of the Strategic Planning Committee) and approved:

#### **Motion to adopt the following revised Mission Statement was approved:**

The Society shall recognize and encourage excellence, among undergraduate and graduate students, in all aspects of English language, literature, and the many closely-related fields, including literacy initiatives.

The Society shall

1. Confer distinction for high achievement in English studies;
2. Provide, through its chapters, intellectual experiences beyond the classroom;
3. Serve society by fostering, in local communities, an interest in reading, writing, and the English language;
4. Encourage exemplary character and good fellowship among its members; and
5. Support opportunities for scholarship, leadership, and service. [85 words]

This Mission Statement will be forwarded to the Task Force for Constitution/By-Law Revisions as part of its Constitutional revision process.

The Strategic Planning Committee also recommended the following **new Vision Statement:** Transforming the world with words.

After discussion at the Board meeting, the following motion was made (not by members of the Strategic Planning Committee) and approved:

**Motion to adopt the following new “working” Vision Statement was approved:**

Transforming the world with words.

At the SP Committee meeting we discussed these other possible Vision Statements, and we shared them with the Board, but none seemed more appropriate than the one adopted:

To promote lifelong study of all aspects of language, literature, and writing.

Bringing language and literature to life.

Sharing words to shape our future.

Shaping the world through words.

**4. Review of Executive Director Succession Plan:** Bil had collected several documents & sent them to us earlier—including a Temporary Transfer of Responsibilities & the current Executive Director job description (revised 2010). We discussed next steps, including sending the current job description to the Board this spring for ideas about changes to go over by the fall 2017 Board meeting, and to gather information about other elements of a succession plan—search committee, interview process, etc.

**5 & 6.** While a review of the of the reports from both the Task Forces on Increasing Revenue and on Constitution/By-law Revision was on the original agenda, we deferred discussion of those topics until after the reports of the Task Forces during the general Board meeting. We will incorporate that information into the ongoing agenda of this committee.

**7. Next steps:** Glen will gather information from various committees & task forces & continue to update and coordinate the Strategic Plan for the next Board meeting in Fall 2017.

### **2016-2017 Strategic Planning 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.

#### **Summer 2016 into Fall 2016**

- By September 1, review strategic plan to identify and discuss relevant goals and objectives at the Fall board meeting
- By October 15, revise & submit new mission and vision statements to the board for discussion

From September through December, oversee initial strategic plan implementation and timeline

**Spring 2017 into Summer 2017**

By April 15, draft a succession plan for Executive Director position

By June 15, review updates and short report from Revenue Task Force and make recommendations to the board