

## Strategic Planning Committee Agenda

Wednesday, May 22, 9-10:30 AM CT

**Present:** Lexey Bartlett, Leigh Dillard, Matt Hlinak, Chris Lockwood, Shannin Schroeder, Jeannine Szostak

**General agenda:** To review progress on assigned objectives for 2023-2024 (listed below) based on committee reports; to consider whether to reassign or revise (or both) previously assigned objectives; to confirm objectives reported as completed

**1.b.** Provide and support additional Regional and cross-Regional events such as speaker events, conferences, and webinars

**Proposed action from PDTF and Regents:** Mark as significant progress made; Mark as nearing completion/completed? Incorporate into committee charges, especially webinars?

**Committee discussion:** The committee agreed to adding webinars to various committee charges, now that access to and facility with technology is more widespread so that committees can manage their own webinars with less demand on the CO. Given this addition to ongoing work and progress already made, the objective is marked as completed.

**1.c.** Develop strong network of educational and industry partnerships, including internships, that emphasize career pathways in and beyond English-related disciplines

**Proposed action from Service and Partnerships:** Mark as completed and make permanent charge of Partnerships Committee

**Committee discussion:** We all agree that significant progress has been made, with many new partnerships ongoing. This objective will become part of the permanent charge of the Partnerships Committee.

**2.e.** Investigate ways Student Leadership can take a more active role in supporting partnerships

**Proposed action from Student Leadership:** (Given the phrasing of this objective, can we mark this as completed? With the addition of the committee charge noted below?) Using social media (Instagram and Discord) to support/promote partnerships; create a sub-objective for student leadership to increase visibility of chapters in region through social media (part of a Regents charge for this year), and also a committee charge to follow through with promoting partnerships through social media and possibly Discord (such as including channels within Discord for service or for partnerships/opportunities).

**Committee discussion:** Given the framing of this objective, we decided to mark it as complete given the work already done and the suggested charges going forward that will be added to the Student Leadership Committee and within the Service Committee and the Partnerships Committee (including the return to separate committees for those two roles). We also will modify current charges to include student work with partners, especially service-oriented partners.

**3.a.** Seek ways to include diverse members, leaders, and Board members by looking at virtual chapters, HBCUs, and other areas with diverse membership

**Proposed action from Executive:** Mark as significant progress made; Assign to Membership Initiatives Task Force

**Committee discussion:** Much work has been done toward this objective, and one more year of focus from the Membership Initiatives Task Force should help address some of the final pieces, such as working with virtual chapters. Other committees may help with this objective tangentially, especially with additional webinars or other programming that makes Society activities accessible to everyone.

**3.c. Support social justice efforts, both within and beyond the organization**

**Proposed action from Executive:** Mark as significant progress made; Assign to Membership Initiatives Task Force

**Committee discussion:** One related action we discussed was adding an option to identify group belonging in WriteAway and to go back and add that info in older records. We might ask members to identify their racial/ethnic identity, first generation status, or other categories. This information might help us in establishing further partnerships. That can be task the Membership Initiatives Task Force investigates.

**3b. Support diverse curricula and readings in such venues as Convention, Common Reader authors, webinars, and chapter events and activities**

**Proposed action from Convention and Communications:** Mark as completed. Given the DEI charges to all the committees, this seems to be part of standard operating procedure now.

**Committee discussion:** The committee agrees with the proposed action.

**4.a. Identify and mentor potential new leaders during the Convention and through webinars, for more thorough and effective training and transition processes**

**Proposed action from Regents:** Mark as significant progress made; follow through on these action items, maybe adding to committee manuals where needed: Election revisions to bylaw. Recordkeeping practices for all committees. Master calendars for activities for all committees. Ensure scheduling of mentorship/transition events at Convention and a biannual retreat for Regents in the fall.

**Committee discussion:** This charge will be completed with the Regents Retreat in the fall, after the implementation of the mentorship/transition events at the Convention, and with the implementation of the new Board drive/dashboard and a general Board/committee handbook. Regent-specific practices are already in their revised handbook. Add to fall charges for Regents with the wording change to “implement transition, training, and mentoring processes.”

**4.b. Examine resources in place for Advisors, increase networking and provide a new societal website area dedicated to Advisors**

**Proposed action from Regents:** Mark as in progress; Revise the objective by separating the networking component (assign to Regents?); Reassign examining/revamping resources for Advisors for 2024-2025 to Regents in support of Website Task Force

**Committee discussion:** The committee agrees with the proposed designation. The Regents will be charged in the summer and early fall to review the resources available on the website for Advisors for the website update.

**4.c. Enhance faculty members’ professional development (at Convention and virtually) by giving them a chance for a scholarly presentation or webinar for student members, or a chance for a collaborative workshop or publication or service opportunity**

**Proposed action from Communications, Convention, PDTF, and Service and Partnerships:**

Mark as in progress; Revise the objective by separating components for specific committees and assigning those components to specific committees (Communications: Use social media to promote Advisor accomplishments and develop possible webinars; Regents: develop a resource bank of Advisors' expertise to use for events or other opportunities and develop possible webinars; Convention: Continue to include and expand workshops or other opportunities (including related webinars) for Advisor professional development, schedule permitting.)

**Committee discussion:** The committee agrees with these different strategies, so appropriate foci will be assigned to the relevant committees.

**5.c. Encourage chapters to increase the society's visibility in their local areas**

**Proposed action from Communications:** Mark as in progress and revise; Make the objective more specific based on various committee discussions and assign to Regents and Student Leadership to support and promote local chapters, probably through use of social media platforms and new website. (Perhaps make this promotion a committee charge for Regents and Student Leadership and then mark as complete?)

**Committee discussion:** The committee agrees with reassigning this objective to Regents and Student Leadership.

**5.c. Encourage chapters to increase the society's visibility in their local areas**

**Proposed action from Regents:** Mark as in progress and revise; Make the objective more specific; use events and awards for social media promotion; create a guide for chapters to use for social media promotion.

**Committee discussion:** We will reassign this objective to Regents and Student Leadership, particularly with an eye to seeing how the new social media practices affect local visibility. Foci for the Regents and Student Leadership can include creating a guide for chapters to use for social media promotion, especially by using events and awards for publicity.

**5.d. Consider new strategies that better self-promote and increase visibility and importance of Sigma Tau Delta to the discipline**

**Proposed action from Communications:** Revise and reassign to Website Task Force; The website needs to be redesigned for easier navigation so users can find important information. Create a website area specifically for advisors to access materials to use on their campuses.

**Committee discussion:** The committee agrees with the website focus suggested by the Communications Committee, especially with regard to the specific suggestions related to the website. The suggestion is also made to include the Partnerships Committee in looking at how to promote Sigma Tau Delta using our connections to LULAC, NHA, and so on.

**5.f. Explore rebranding Sigma Tau Delta, Sigma Kappa Delta, and the National English Honor Society under an umbrella name while retaining the individual names as well**

**Proposed action from Executive:** Mark as completed. (The final piece is the combined logo.)

**Committee discussion:** The logo is in the works, so this can be marked completed.

**6.a. Include NEHS and SKD in webinars, speaker events, and other virtual events**

**Proposed action from NEHS and Service and Partnerships:** Mark as completed, but work on tracking demographics of participants and ask Convention speakers to do webinars. Permanent charge for NEHS Advisory Council, CO, and Convention to organize webinars.

**Committee discussion:** The committee agrees with the proposal to mark as completed and shift webinars to a permanent charge.

**6.b.** Connect with high school teachers and our teacher education programs to develop affiliations with NCTE and to identify and encourage chapter advisors

**Proposed action from NEHS and Service and Partnerships:** Mark as completed. This may be moved to the NEHS ED/Advisory Council's list of standard practices.

**Committee discussion:** The committee agrees with the proposal.

**7.b.** Improve transparency of budgets, with an emphasis on assessment and financial planning

**Proposed action from Executive:** Mark as substantial progress made. The final pieces are the transition to an academic year model for budgeting and a proposal regarding assessment and financial planning from the ED.

**Committee discussion:** We need more time with the budget on the Board. More detail in budget is forthcoming. The notes on particular budget items we used to get are mentioned, with a request to the Executive Director to return to adding those where they might be useful. It is suggested that we ask outgoing committee chairs for budget requests for the next year, instead of asking newly assigned chairs to do so. This practice still allows for fall adjustments. With the change to the academic year model, the annual proposed budget approval can be done after June 1. We will move to quarterly budget reports from the CO in the Executive Committee for oversight, possibly inviting Leslie Dunn to those reporting meetings that fall between the Board meetings. Shannin notes that Leslie Dunn feels that we may not utilize her expertise as much as we might.