

STRATEGIC PLANNING & PLANNING STRATEGICALLY

Board2Board December 1, 2022 – Houston, Texas
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Basic Outline of Strategic Planning Process:

Environmental Analysis

- Collect data about the internal and external environment
- Review trends
- Review history

Strategic Direction

- Develop a vision for the future
- Create/confirm mission
- Identify strengths/weaknesses/opportunities/threats
- Develop and prioritize goals/objective
- Develop strategies outlining how you will achieve your goals

Implementation Plan

- Develop measurable objectives
 - Identify what projects need to be undertaken or what processes need to be improved in order to achieve your objectives
 - Develop detailed project plans identifying tasks, responsibilities, and timeframes
 - Compile in a written report
 - Use report as a work in progress
- ✓ Recommendation - Collect input from board members and stakeholder prior to planning. Online survey services allow planning participants to provide input anonymously.

Sample Open-Ended Survey Questions:

- Why did you become a board member?
- What are some current major trends or issue that will affect this organization?
- What are your future goals for the organization?
- List the organizations three greatest strengths.
- List the organizations three greatest weaknesses



Yes/No Questions

- The organization has a clear mission?
 - The board and staff periodically review the mission statement and modify to reflect changes in the environment?
 - Board identifies potential board members on an ongoing basis?
 - Organization conducts an orientation for new board members outlining roles and responsibilities?
 - Committee reports are regularly presented to the board of directors?
 - Board members record of attendance at board and committee meetings?
 - The annual budget reflects the mission, purpose and program priorities of the organization?
 - Organization has a written fundraising strategy?
- ✓ Recommendation - Schedule a 4-6 hours “retreat” for board to focus on strategic planning. Have an outside facilitator or consultant lead the retreat. Incorporate small and large group activities to get more participation and vary format.

SET ASIDE ONE DAY FOR THE BOARD TO SPEND TOGETHER PLANNING FOR THE FUTURE.

SAMPLE AGENDA:

Sample Strategic Planning Agenda	
<u>9:00 AM</u>	<u>Participants Arrive</u>
<u>9:15 AM</u>	<u>Welcome and Introductions</u>
<u>9:30 AM</u>	<u>Vision for the Foundation – each person states</u>
<u>10:00 AM</u>	<u>SWOT Activity</u>
	Activity - Environmental Scan/Futures Inventory
	Activity - Three Strengths & Weaknesses
<u>11:00 AM</u>	<u>Goal Update</u>
	Activity
<u>11:45 PM</u>	<u>LUNCH</u>
<u>12:15 PM</u>	<u>Objectives/Strategies</u>
	Activity - Goal & Objectives
<u>1:00 PM</u>	<u>Action Plans</u>
	Activity - Action Plans
<u>1:20 PM</u>	<u>Develop Timeline for Action Plan</u>
	Activity - Timeline
<u>1:40 PM</u>	<u>Wrap up</u>

- ✓ Recommendation - Create a checklist or action plan that outline what needs to be done, who is responsible for the task and what the timeline is for completion.

Example – Action Plan Section

Goal Area 1: Programs - To improve promotion and selection of funding innovative educational programs.	WHO	WILL DO WHAT	BY WHEN	EVALUATION MEASURE
OBJECTIVE: Refocus emphasis on innovative programs.				
Strategy: Place emphasis during grant writing workshops on innovative ideas.	Programs Committee	Research and communicate ideas	<ul style="list-style-type: none"> Initiate Fall 2015 Specific Plan by Spring 2016 	Number of unique (new ideas) grant applications received - 50% increase
Strategy: Create an award program that rewards classroom innovation	Programs Committee	Collaborate with District to develop future direction and plan	Plan Development - 1st quarter of 2016. Plan implementation for 2016-2017 school year.	Design a qualitative rubric.
OBJECTIVE: Simplify the application and evaluation process.				
Strategy: Review and simplify written application	Programs Committee and ED	Compare other District applications	Extend application periods summer/fall	Increased number of applications form each campaign
Strategy: Provide sample innovative programs/initiative examples	Programs Committee and ED	Compare other District applications	Spring 2016	*

NOTES

Are we ready for strategic planning?

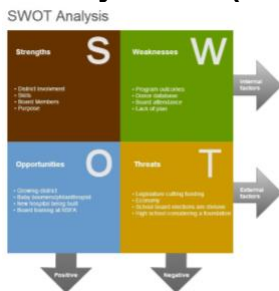


Who will be involved?



How will we collect data?

Identify SWOT (Strengths, Weaknesses, Opportunities, Threats).



What are some expected outcomes?

Where could we conduct a retreat? Who could facilitate?

Define tasks, responsibilities, and timeframe.

Write the plan down.

Review and revise the plan.

Celebrate the results.