**Columbia County Community Healthcare Consortium, Inc.**

**Strategic Planning Committee**

**Notes from the meeting September 17, 2018**

**Participants:** Board membersRobin Andrews (Chair), Bob Gibson, Chelly Hegan, Jack Mabb, Linda Tripp, Michael Cole, Scott Thomas, and staff members Ashling Kelly and Claire Parde

**Meeting called to order by Robin Andrews at 9:17 a.m.**

Claire provided a recap of the August 23rd meeting, during which the committee created lists of ‘Threats’ and ‘Opportunities.’ She distributed both the original lists and slightly revised versions in which related items were loosely grouped together. The members discussed the two lists, suggesting changes as needed for clarification, and combining or linking items when the committee members felt it appropriate.

The group discussed the elimination of those items on the list that are beyond the Consortium’s control. Claire pointed out these represent outside forces that have implications for the Consortium; the goal in identifying “threats” is to describe the external environment in which the organization operates. She reminded the group that this is an assessment process rather than a strategy-devising one so there is not the need to examine the relationship to our mission or “doability” at this time.

Enlarged versions of Threats and Opportunities lists were posted on the walls, and everyone was given 5 stickers, with the direction to place the stickers next to those threats they feel are most significant at this time. Members were advised that more than one sticker could be placed next to an item if the individual felt a need to weight specific threats.

When the exercise was complete, Claire pointed out the natural winnowing of the list to a few key items. The highest ranking threats were as follows: grant-related, geographic, and, demographic features of the environment. Claire observed the interconnectedness of some of these items, such as the relationship between our rurality and the governmental push towards regionalization, as well as transportation access.

It was suggested that transportation access and the stigma regarding health conditions and program utilization may be areas in which to make an investment of energy. A member recognized that transportation access has been addressed by the Consortium since the organization’s inception.

The group then moved onto ranking the items on the Opportunities list. Three items ranked significantly high: emphasis on the social determinants of health; emphasis on prevention and population health; and, technology. Rurality as both an opportunity and a strength was discussed. For instance, it was noted that it provides an ability to gather and collaborate. It was also noted that the interdependence of agencies is greater because of our rurality.

It was suggested that several Opportunities could be rolled into “exploration of new and diverse sources of revenue.” These included foundations and fundraising; administrative services; and, social entrepreneurship.

The group agreed there should be more conversation about opportunities for collaboration in the areas of social determinants of health and population health. The group touched on technology, with the questions: “How can technology help us to build systems to integrate our services? How can it help us in communication?” It was pointed out that people are crowding the healthcare space with technology at this time.

Claire wrapped up the Opportunities segment of the process, noting that when the entire TOWS analysis is finished, the group will be able to rely on this work to focus our strategic planning efforts thereafter.

Claire then guided the group to brainstorming a list of Weaknesses, which are features of the internal operating environment.

The next meeting will begin with brainstorming Strengths, and then ranking the items on the lists of Weaknesses and Strengths. After the TOWS analysis is complete, the committee will explore the question, “Where do we go from here?” The group may choose to do an “Action SWOT,” so Claire will come prepared to speak about that process at the next meeting.

A Doodle Poll will be sent out to schedule the next meeting in October; in the interest of maintaining continuity in the midst of this multi-session TOWS exercise, this will be sent out to all those who have attended one or both meetings of the Strategic Planning Committee meetings thus far.

**Meeting adjourned at 11:15 a.m.**