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

**Strategic Planning Committee**

**Notes from the meeting April 05, 2019**

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

**Meeting called to order by Robin Andrews at 10:32 a.m.**

Claire began the meeting by asking the group two questions, and allowed several minutes for writing them down:

1. What are two to three takeaways that you have participating in the Strategic Planning process? (e.g., things you hadn’t known but learned through this process, key insights, etc.)
2. In your view, what are the three top things the Consortium should do in the next one – three years? (i.e., of all the actions we discussed, what seems like priorities?)

The group’s responses were recorded (as follows below) amidst much discussion. Claire emphasized that nothing was being adjudicated at this meeting; this was intended to be a process of recording.

The committee decided that for the next meeting, Claire would arrange the priorities into bigger themes, and then assign the SWOT actions to those themes accordingly.

**Meeting adjourned at 11:50 a.m.**

**Next meeting is Friday, April 12th, at 10:00 a.m.**

**Priorities**

Fundraising

Building fundraising capacity

* specifically trying for discretionary/unencumbered funds

Support ED and staff

Explore merger

Get bigger

Diversify our revenue through partnerships/contracts, fundraising, new program

Function as “chief health strategist”

* continue to focus on the whole Health & Human Services and contribute to its continuous improvement (access, quality, adequacy, etc.)
* SYSTEM WORK – keep fulfilling our fundamental charge as a Rural Health Network

Growing existing programs (Transportation)

Articulating community benefits/storytelling

* understand what our name recognition is with different audiences – branding, marketing and communication

Build transportation

Explore the idea of building housing

**Takeaways**

-Worth time & energy to do this process

-Confirmation of how solid & resilient a base the Consortium has

-The work of the Consortium supports the work of Network members

-Agency plays a central role in the community (reference point for others)

 “a hub”

 convener that helps things to happen

 its impact is greater than the budget/agency size

-Potential and need for diversification & growth

-Many opportunities for growth and expansion w/o major structural change (merger, acquisition, etc)

-Breadth of mission is vitally important

-Look at the money on the table for non-payors

-Highly productive staff

 deserves recognition

 moves to ensure retention

-Well-positioned for fundraising because of relationships & breadth of mission

-Board willingness to invest in capacity for development

-Transortation as a key area for growth

-Consortium identity as a “rural expert” is key to growth and reputation

 keep to front!

 forthrightly articulated

-Gratitude to committee members

 feels “fresh”