**Notes from the Strategic Planning Meeting of Monday, August 01, 2016**

Participants: Beth Schuster, Theresa Lux, Linda Tripp, Robin Andrews, Leitha Pierro, Chelly Hegan, Michael Cole, and Claire Parde.

The Committee discussed the dual roles of the Consortium as a service delivery organization, ***increasing access to healthcare services***, and as a rural health network, ***developing strategies for improving health services delivery systems in our rural community.***

When considering the Consortium’s role as a service delivery organization, there was agreement that the current program portfolio is solid (i.e. rational, coherent, high-performing) and secure (supported).

However, the group acknowledged that, like many helping organizations, we are often viewed as a “well-kept secret.” While we provide service to many, many people in our area, we know that we don’t reach everyone that might benefit from our programs and services. Therefore, a strategic goal related to our role as a service delivery organization is to **extend the reach of our programs and services**. A variety of activities to advance this goal were mentioned.

The group also discussed the importance of the “system navigation” function the Consortium performs on behalf of its clients and an interest in enhancing that function whenever possible.

When considering the Consortium’s role as a rural health network, there was agreement that the Consortium fulfills this function by convening a multidisciplinary, cross-sectoral group, stimulating and facilitating collaboration, building capacity (e.g. by offering grant-writing services, educational programs, and trainings), engaging in community health improvement planning, and serving as a conduit to information about health systems change. To a certain extent, there is also representation and advocacy on behalf of network members, including rural health providers and consumers.

The group acknowledged that while one or more of these activities may be recognized by network/board members, collectively, they may not be understood as advancing any particular goal or fulfilling an essential function of the organization. Therefore, a strategic goal related to our role as a rural health network is to **“anchor” the value of the organization in improving the health and human service system.** A variety of activities to advance this goal were mentioned, including expanding our role in policy advocacy and analysis.

Finally, the group discussed the importance of distinguishing between longer term strategic goals and annualized, operational goals and activities. Claire was tasked with trying to capture the discussion in meeting notes and update the strategic planning document she started to reflect the direction the discussion has taken.

The next meeting is scheduled for **Monday, August 22nd from 9:00 to 10:30 a.m.**

*Notes respectfully submitted by Claire Parde, August 2, 2016.*