**Notes from the Strategic Planning Meeting of Monday, September 19, 2016**

**Participants:**

Beth Schuster, Theresa Lux, Leitha Pierro, Tam Mustapha, Michael Cole, PJ Keeler, Sarah Sterling and Claire Parde.

**Discussion Summary:**

The Committee reviewed the strategic planning document, which had been updated to include performance measures and targets for each of the strategic goals. The updates were favorably received.

During a wide-ranging discussion about the first strategic goal--extending the reach of the Consortium’s programs and services--the group agreed that it would be useful if we were to create a list of case studies that describe when a person could be served by the Consortium. Additionally, the group asked that we create an opportunity for Board members to share their “elevator speeches” about the Consortium. Claire shared that she continually tries to simplify the message she delivers, and offered, as an example her message to staff that “the Consortium is NEVER the wrong door.” This is, in part, about the Consortium’s model of customer service but it also speaks to the role the agency plays in providing, at a minimum, information and “informed referral.” The group discussed how this message might be further refined, and kicked around ideas like branding the Consortium as the “Green Door” or simply, “The Door.” Claire et al. with play with these ideas further.

It was suggested that “watching grant opportunities” and expanding the capacity to deliver grant writing services should be added to the activities under Strategic Goal #2.

The group discussed how to communicate with the Entire Board about the work of the Strategic Planning Committee. It was agreed that at the Board meeting of October 5th, Beth will talk about the process that the Strategic Planning Committee undertook, and Claire will project the strategic goals.

**Action items:**

* Claire will update the strategic planning document to include more language about funding opportunities and grant writing under the second strategic goal

There are no additional meetings of the Strategic Planning Committee scheduled at this time. It was agreed that, at a later time, interested board members would be invited to participate in a Mission Statement Review Committee.

*Notes respectfully submitted by Claire Parde, September 28, 2016.*