

MASSP Strategic Planning

January 27, 2019



MASSP Strategic Planning 1-27-19



Targets to accomplish during this strategic planning session

1. Review MASSP Envisioned Future
2. Review MASSP Environmental Scan
3. Review [MASSP Strategic Plan Development DRAFT Document](#)
4. Develop Goals and Strategic Objectives with Actions identified
5. Confirm Strategic Plan!

The Order of Strategic Planning



Review Envisioned Future



The link below is the MASSP Envision Future Worksheet created 10-17-18

[MASSP Envisioned Future Worksheet](#)

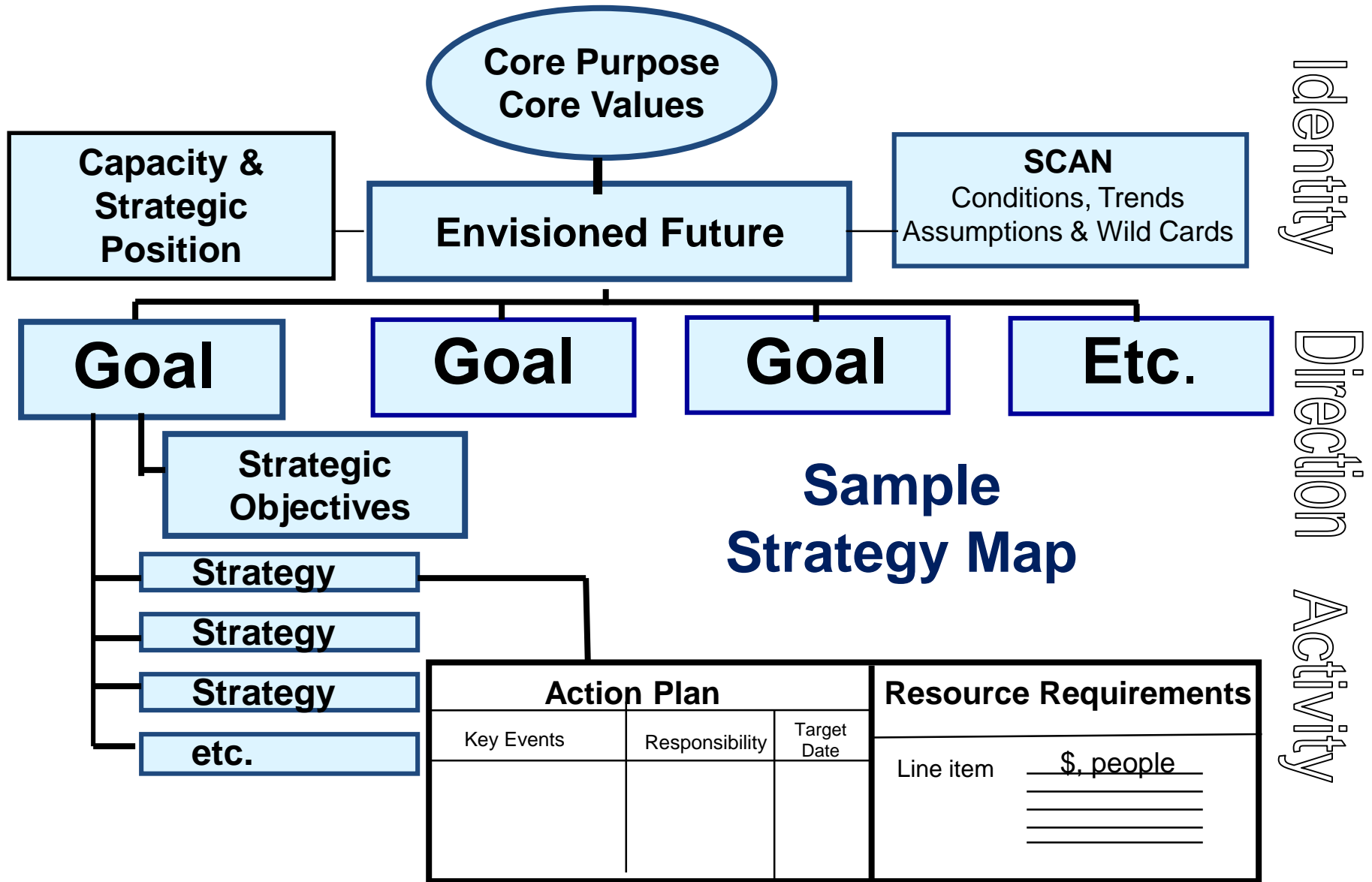
Review the MASSP Envisioned Future on the [MASSP Strategic Plan Development DRAFT Document](#)

Review Scan of The Horizon



The link below is the MASSP Scan of the Horizon established 10-17-18

[MASSP Environmental Scan Worksheet](#)
[10-17-18](#)



Exercise on Goals and Strategic Objectives



Goal Statements describe the specific outcomes to members, the public, and other key stakeholders of the association that the association intends to achieve through its work over a 3-5 year cycle.

Strategic Objectives define the desired directions in which the association needs to move in order to accomplish its goals. Describes what we want to have happen with an issue and what would constitute success in observable or measurable terms. Strategic objectives are listed for each goal statement and are adopted and revised on an annual basis.

Exercise on Goals and Strategic Objectives



Current MASSP Goal Areas in Strategic Plan

GOAL #1 -

Exercise on Goals and Strategic Objectives



Current MASSP Goal Areas in Strategic Plan

GOAL #2 –

Exercise on Goals and Strategic Objectives



Current MASSP Goal Areas in Strategic Plan

Goal #3 –

Exercise on Goals and Strategic Objectives



A possible means to focus goal areas:

1. Leadership
2. Professional Learning
3. Advocacy

Developing Group Consensus on these Goal Areas

Exercise on Goals and Strategic Objectives



30 minutes to work in groups. 10 minutes to report out

Each of the Goal groups will discuss, gain consensus, and then record the following:

- A goal statement representing the Goal Area
- Strategic Objectives for each goal

Please record on the [MASSP Goals and Strategic Objectives Worksheet](#) so that we can project your work for the group to see.

How to Establish the Goals & SO



In your Goal Team, answer the knowledge-based decision making questions and identify action to be taken to accomplish the objective:

1. What do we know about our stakeholders' needs, wants, and preferences that are relevant to this decision?
2. What do we know about the current realities and evolving dynamics of our environment that is relevant to this decision?
3. What do we know about the “capacity” and “strategic position” of our organization that is relevant to this decision?
4. What are the ethical implications?
5. What actions are required to accomplish the Strategic Objective?

Recorder, document your input on the [MASSP Goals and Strategic Objectives Worksheet](#)

Add Strategic Objectives as discussed by your group

Select a spokesperson for your group to describe your work

A Job Well Done!



When we get to this slide, all strategic planners need to give themselves and their fellow planners a pat on the back because we have just completed the strategic plan identity (who we are) and analyzed the work of setting direction (where we want to go) through an environmental scan, and finally set goals (what we are doing) to put our plan in action!

The Strategic Board Agenda



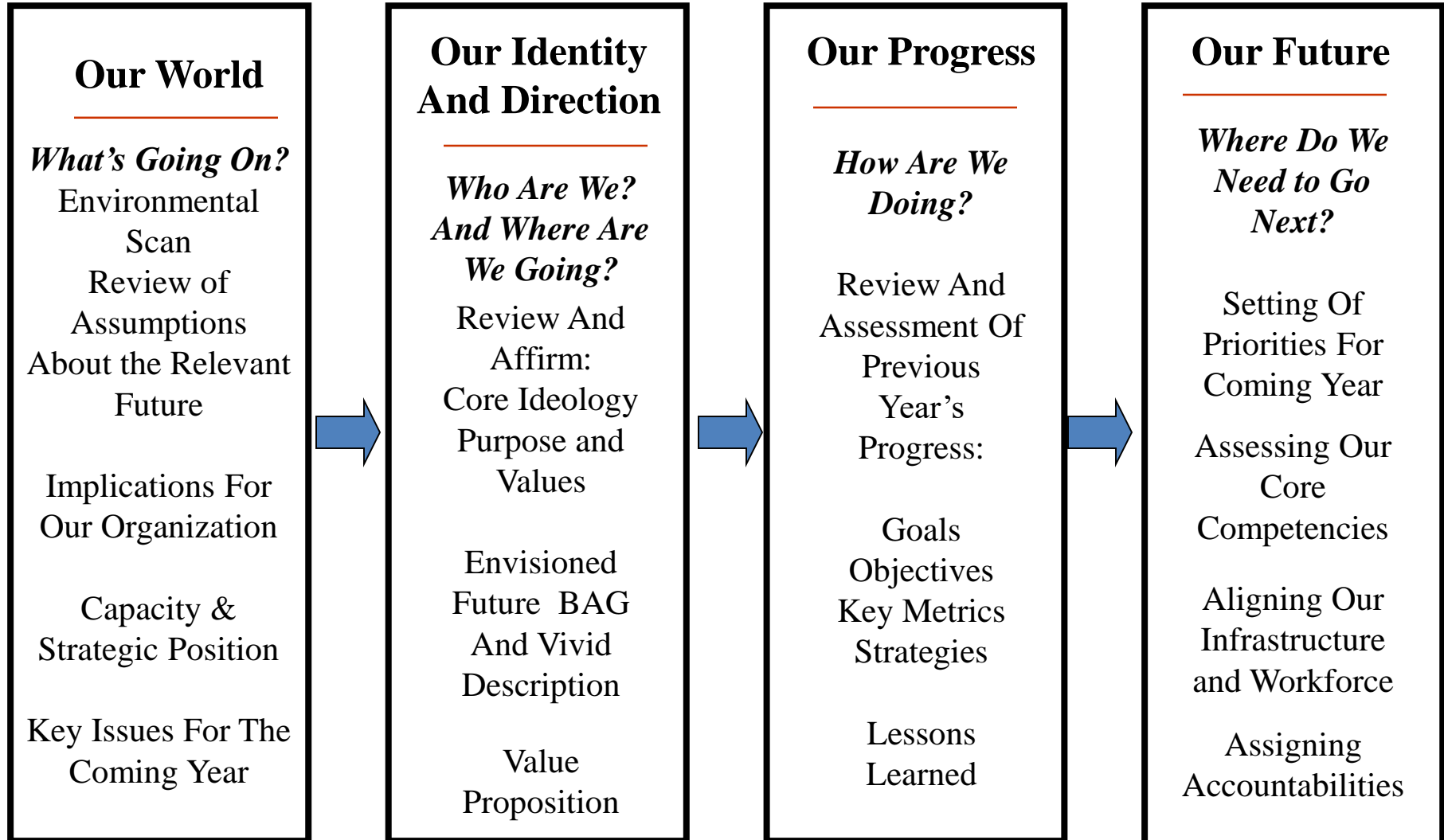
**Discussion of
Mega Issue(s)**

**Review and Adjustment
of Strategy**

**Policy:
Public & Operational**

Routine Board Business

A Model For Annual Strategic Plan Update and Adjustment



A Process for Planning and Thinking Strategically



Strategy vs. Operational Planning

Strategic Planning

- Longer-term
- Driven by the vision
- Responsive to external environment
- Alignment of programs and services
- Establishes direction
- Leadership is accountable

Operational Planning

- Annual planning
- Driven by the strategic plan and ongoing operations
- Improvements on existing programs and services
- Establishes work priorities
- Staff and volunteer work groups are accountable



This work will be prepared for
your review and progress!



Thank you MASSP Strategic
Plan Participants for your
work to strengthen our
association through
Strategic Planning!