

Strategic Planning Committee Meeting Minutes

2019 ASLCS Professional Development Seminar
Seattle, Wash.
Thursday, Sept. 26, 2019

Call to Order

The meeting of the Strategic Planning Committee (SPC) was called to order at 3:02 p.m. by Claire Clift (Nev.), chair.

Attendance

Committee members present: Claire Clift (Nev.), chair; Tim Sekerak (Ore.), vice chair; Joyce Wright (Ala.); William MaGill (Vt.); Sabrina Lewellen (Ark.); Ali Sagraves (Ohio).

Others in attendance: Megan Selin (Utah); Kiffany Ward (Miss.); Elisa Wilson (Miss.).

Approval of Minutes

No minutes of the previous meeting in Nashville were distributed or approved.

Old Business

Tim Sekerak gave a brief recap of the work of the committee over the past 12 months. Brainstorming sessions yielded a proposal to follow up the 2018 survey of principals with another survey focused on the non-participants and seeking information that could lead to ideas for converting inactive principals and staff into participating members of the Society. This idea was never formally presented to the Executive Committee of the Society. Paul Smith, ASLCS President-Elect, stated that he would like the survey presented to the Executive Committee at the December teleconference for possible approval. Claire Clift will work with Holly South to gather the contacts necessary to email the survey. Claire stated that personal phone calls may be necessary to follow up with those principals who do not respond initially to the committee's email contact. Tim will forward to the committee a draft of the questions formulated. Some review and perfecting will be needed before conducting the survey. Tim also mentioned he wrote a "talking points" document for the SPC last year that outlines the benefits of Society membership that could be used to influence prospective members. It was suggested that the document also be sent with the principals' survey. He will email the document to the committee members for review.

New Business

Chair Clift mentioned that one of the main goals of the SPC would be to examine how the Society might evolve during the next 3-5-10 years. The committee should explore creation of new membership levels, like electronic membership, and other ways to reach out and bring people into the Society.

Joyce Wright mentioned the role that 2019-2020 President Elect Brad Young will play in his official capacity regarding member outreach efforts. Current President-Elect Paul Smith (2019-2020 ASLCS President), mentioned the work of the Membership and Communication Committee (MCC) and their responsibilities as well as the MCC putting together a short

presentation on the benefits of Society membership. SPC will provide Paul Smith a copy of Tim's document so that he can forward the document to the MCC leadership.

A discussion ensued about the overlapping roles and responsibilities of various components of the Society who might work with the data that comes from a survey.

Ali Sagraves and Joyce Wright will serve as a subcommittee to look into the idea of forming an "electronic membership" category and what changes would need to be made in the Standing Orders and/or Bylaws of the Society. Additionally, they will look at what could be done to unbury the data from Inside the Legislative Process, the Listserv, and our website generally to make an electronic membership something valuable to a member that does not cannibalize the other memberships already in place.

The committee discussed what ASLCS might look like as a stand-alone organization. The members acknowledged the high level of administrative needs essential for the Society's successful operations, and that it would be highly unlikely for Society members to perform those duties on a part-time, voluntary basis. Also, the Society would presumably lose its standing as the parliamentary organization responsible for the comprehensive review of *Mason's Manual of Legislative Procedure* currently authorized by NCSL.

Regarding the Society's financial matters, the committee talked about the importance of the Society retaining its autonomy from other professional associations within NCSL, and that there be a continuing and cooperative trust relationship with the national organization that benefits the Society's standing. With this goal in mind, the committee expressed a need for more ASLCS participation at the national level within the NCSL committee structure. With the demise of NCSL's Legislative Effectiveness Committee, there seems to be a little opportunity for Society members to strengthen ASLCS's contribution on matters that affect the administration of states' legislatures as well as develop relationships with legislators and other staff associates who participate nationally. Chair Clift and Bill Magill will serve as a subcommittee to research possible opportunities for more Society members to participate at the national level.

Adjournment

The meeting was adjourned at 3:48 p.m.