

Strategic Planning Special Committee Meeting Minutes

2017 Spring Business Meeting
Kansas City, Mo.
Saturday, April 22, 2017

Call to Order

The meeting of the Strategic Planning Special Committee was called to order by the Chair, Michael Adams (Va.).

Attendance

The following members of the committee were present: Michael Adams (Va.), Chair; Ann Cornwell (Ark.), and Patience Worrel (Texas).

Other members/guests in attendance included: Joy Engelby (Mo.), Russell Humphrey (Tenn.), Rose Ramsey (Va.), and Tim Sekerak (Ore.).

Centralized Electronic Roster Database Project

NCSL staff proposes that the ASLCS online roster database be created following the model used for NCSL's [StateConnect Directory](#). Doing so would allow for searchability, customization, export, and perhaps some amount of security, all using a tool already owned and maintained centrally by NCSL staff. If we move forward with this suggestion, the committee must define the default search options, what member data will be provided in the search results, as well as what is available at the final link (choosing a name from the search results); although general consensus is that final link should probably contain what is currently in the printed ASLCS Roster today, for each member. The next step will also include discussion and negotiation on data-input and inclusion of information not necessarily public in nature (dues payment).

The link to [StateConnect Directory](#) will be provided to those in attendance, as well as other committee members as soon as possible after conclusion of this meeting. Committee members and interested parties should explore the functionality of the database and note/report questions and concerns, so they can be included in the considerations for this project and evaluation of this tool as a viable option, moving forward.

Communication and Outreach (Strategy)

The committee discussed the various communication and outreach strategies which have been used to solicit input from ASLCS members in the past. The society tends to rely heavily on surveys, but those questionnaires are historically short-term in focus (often relating to experience at a specific meeting), and not necessarily strategic in nature. They are also often not answered by many people who are invited to do so.

The committee generally feels that a long-term communication/outreach strategy would be helpful to guide and direct the Executive Committee around the organization's strengths, weaknesses, opportunities, and threats, as seen through the eyes of the society's various member contingencies. The strategy should focus more on the future growth and evolution of the society

and its mission, but should not replace or interrupt the surveys that are already commonly utilized in relation to meeting attendance.

Assessment Tool Options (Tactical)

The committee discussed various options for collecting input from the society's membership, which could be used in concert with any Strategic Communication and outreach effort:

- Questionnaires/Surveys.
- Targeted Telephone and/or in-person contact/interviews.
- Focus groups coinciding with attendance at various meetings.

There was also discussion that each of these options has attendant expertise and resource availability concerns that will need to be carefully considered. The work and knowledge needed to create and execute any of these tactical tools is not necessarily easily found amongst the society's membership, at any given time.

Action Items

Prior to the next meeting, the Committee will draft and review a proposal for a strategic communication/outreach effort which will include:

- Identification of certain segments of the ASLCS membership to be targeted.
- Careful scripting of the questions to be used in the effort that best reflect issues of concern to the society as it continues to evolve/develop.
- Suggestions for the best tactical method to use for specific communication to the various segments.

Michael Adams will create a first draft of this proposal document based on discussion at this meeting, and distribute to committee members as soon as possible for consideration/suggestion/discussion, in order to have a final draft ready for further deliberation in Boston in August.

Adjournment

Upon motion by Ann Cornwell, the meeting was adjourned.