

**SWON Strategic Planning Committee meeting notes  
9-27-2010**

The meeting was held between 3:00-4:45 at the SWON office.

Committee members in attendance: Amy Filiatreau Ensor (chair), Emily Colpi, Cathy Shaffer Goodin, Sue Riggs, Holly Varley, Laurel Wolfson

Committee members not in attendance: Sue Banks, Carrie Herrmann, Chris Hill, (NOTE: Melida Busch and Marianne Cramer have asked to serve the committee in an advisory capacity only)

SWON staff in attendance: Glen Horton

**Mission Statement**

The committee agreed to send the Working Mission Statement to the Board.

**Core Values and Goals**

The rest of the meeting, the committee finalized the wording for the Core Values and Goals, and discussed various objectives for accomplishing each Goal. The committee finalized the Core Values, Goals and Objectives, and recommended that this draft overview plan be presented to the Board for approval.

The specific activities, measures and metrics will not be finalized at this time, though they will be kept in draft form. The committee felt that when the new Executive Director is hired, it would then be time for him or her to work with the committee to shape these metrics and goals more precisely. For now, the committee wishes to give an overview structure for the new ED to work within and help shape his/her work, without tying him/her to specific metrics.

Core Value 1:  
Communication

The committee agreed they like the goal and the value as written.

Activities will be kept pretty general, with specific measures kept in a separate draft document, and once the new Executive Director is hired this will be revisited and the committee will work with him or her to put some specificity around the goals/activities. The Director would also assign prioritization to the various objectives and activities.

The committee word-smithed the various strategies and objectives for this goal. Activities and specific actions will be kept separate.

The committee agreed on four objectives for this goal.

Core Value 2:  
Collaboration

The committee agreed they like the goal and the value as written.

The group discussed the “networking” objective and agreed to keep it separate from “communication.”  
The committee word-smithed the various objectives

#### Core Value 3:

##### Education

The committee changed the stated goal slightly, removing the word “educational” and change to “will be met.”

The committee discussed various continuing education opportunities and making them member-driven and purposeful, without being too directive for the new Executive Director.

#### Core Value 4:

##### Innovation

The committee agreed they like the goal and the value as written.

The committee word-smithed the objectives under goal 4 and divided up several measures for this objective.

#### Core Value 5

##### Advocacy

The committee changed the phrase “the means” to “opportunities.”

The committee discussed and agreed on several means for investigating new SWON services relating to assessment, advocacy, and marketing.