Conference 2019

Strategic Planning Session (2019-23)

Garden South Room May 2, 2019 4:00pm

Introduction

- Strategic plans are important for organizations to set overall direction and guide the work of the association. The plan provides the framework to set priorities and focus energy, resources and time available to the association. A strategic plan is the road map toward the association's vision.
- SLA developed a strategic plan for the period of 2015-18. The current board had the task of examining progress and determining planning for the next phase 2019-23.
- Participation in the Life Cycles work was helpful in that it provided a clear picture of where the organization was at in key areas and also included an Improvement Plan. This work provided a good foundation to a strategic planning session held in August 2019.
- The Board was mindful of the capacity of organizational size when selecting priorities – approach was to targeted rather than all-inclusive. (Choose what matters most)

Steps taken to date:

- Reviewed the Life Cycles Assessment and Improvement Plan with the new Board of Directors in June.
- In August 2019 the Board of Directors worked with consultant, Dawn Martin to review progress on the current plan (2015- 18) focusing on key accomplishments and key work that was outstanding.
- Board determined that a refresh of the plan was the preferred approach to build on progress and maintain consistency.
- Vision, Mission, Roles of the association were all accepted. Values were developed (based on Life Cycles work) to be included in the new plan. (Attached if needed).
- Objectives and initiatives were proposed during the facilitated session.
- In the fall the Board reviewed the work accomplished during the Planning Session and proposed priorities for the Operational Plan.
- Four strategic priorities /directions have been identified (each to be on poster paper)

1. Communication and Advocacy
2. Stakeholder and Member Engagement
3. Support Educational & Learning Opportunities
4. Sustainable Healthy Organization

Objectives for each priority

Communication and Advocacy

- Improve Communications through systematic communications with members and stakeholders
- Strengthen SLAs advocacy voice by enhancing relationships with government leaders, officials and key stakeholders.

Stakeholder and Member Engagement

- Support and communicate value for membership
- Increase, and diversify engagement opportunities

Facilitate Educational & Learning Opportunities

- Promote a progressive SLA Conference that appeals to a diverse range of delegates
- Improve Evaluation and Assessment of the External needs and Programs

Sustainable Healthy Organization

- Improve Recruitment of Board Members and Committee representatives
- Diversify Revenue Sources to address structural deficit
- Ensure alignment of strategic and operational priorities with funding
- Increase human resource capacity within in the association
- Improve Direction to Committees to ensure clear sense of focus and prioritization

April 29, 2019