

Template approved: 04/20/2016

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COMMITTEE NAME: Strategic Planning

DATE OF REPORT: Initial fall progress report Spring progress report Second fall progress report

Date submitted: 6/14/2021

Date amended (if applicable): [Click here to enter a date.](#)

Date accepted by Executive Board: [Click here to enter a date.](#)

COMMITTEE ASSIGNMENT: Council I Council II Council III Executive Board

REPORT SUBMITTED BY: Tom Ford, Chair and Elizabeth Nutt, Vice-Chair

COMMITTEE CHARGE(S):

Constitutional Charge(s):

1. The Strategic Planning Committee (SPC) shall report to the Executive Board. The SPC shall provide an active leadership role in developing both long term and short term goals that will enhance and sustain the relevance and viability of the Conference for Food Protection. To accomplish these goals, the CPS will include such activities as:
 - a. Anticipate changing business and regulatory environment.
 - b. Assess membership satisfaction of the CFP and its processes.
 - c. Identify changing expectations of CFP members.
 - d. Explore ways to build membership.
 - e. Assist in efforts to communicate more effectively with membership.
 - f. Expand outreach to collaborate and partner with organizations of similar public safety goals.
 - g. Search for viable funding sources to ensure long term financial sustainability.

Charges from the Executive Board:

1. Provide report to show how recommendations of the Board in April 2019 have been implemented. (*continuation of agenda item 3.11 from April 2019 Board Meeting*)
2. Report on ad hoc committee on Mobile App. (*continuation of agenda item 1.9.7 from April 2019 Board Meeting*)
3. Report on ad hoc committee on communication with first time biennial meeting attendees.

COMMITTEE WORK PLAN AND TIMELINE:

Scheduled to meet monthly on the second Friday of the month.

COMMITTEE ACTIVITIES:

1. **Dates of committee meetings or conference calls:**

The SPC has met on the following dates since the last report:

November 2020, December 2020, January 2021, March 2021, May 2021, June 2021.

Overview of committee activities:

-Eventbrite and Digital engagement committee, Chirag Bhat and Vanessa Bussiere as the leadership team successfully developed the conference app.

-Jessica Fletcher and Kelli Whiting developed and updated the first-time attendee's process, including a desk area near registration as a method to engage FTAs as they register at the conference, updating the first-time attendee's orientation meeting.

-The committee created a new first time orientation slide deck and will have Todd Rossow and Davene Sarrocco-Smith conduct the session at the conference

Charges COMPLETED and the rationale for each specific recommendation:

2. **Status of charges still PENDING and activities yet to be completed:**

- a. Met and have approval with University of Houston to conduct the SPC member survey. Dr. Draper h

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has final approval from the university, has our questions and will work with David on sending the survey to the members, this process was suspended due to the pandemic and can be reactivated post conference.

COMMITTEE REQUESTED ACTION FOR EXECUTIVE BOARD: *No requested action at this time*

1. Acknowledge SPC periodic report.
2. Recognize Tom Ford and Elizabeth Nutt would like to step down from leadership roles of the SPC and will work on transition options.

ATTACHMENTS:

1. Content Documents:

a. **Committee Member Roster:** *See changes noted above under "requested action"* *No changes to previously approved roster*
"Committee Members Template" (Excel) available at: www.foodprotect.org/work/ Committee roster to be submitted as a PDF attachment to this report.

b. **Committee Generated Content Documents (OPTIONAL):** *No draft content documents submitted at this time*

2. Supporting Attachments (OPTIONAL): *Not applicable*

New orientation slide deck.