

Suggested Deliverables Document

Recommendations from SPC sub committee that would be actionable steps under Objectives 1 and 2 of the SPC Mission Statement

“Objective 1

Positioning CFP to respond to changes in the business and regulatory environment by staying abreast of changing needs to keep CFP a viable and relevant organization.

- a. Ensure relevant and current retail food safety, or related information is shared with membership.
- b. Develop virtual roundtables to share/disseminate important information on issues and trends

Objective 2

Assessing member satisfaction, exploring ways to increase membership, improving communication with members and responding to membership’s changing expectations of CFP, its programs, services and the Biennial meeting.

- a. Navigator Program
- b. Surveys/After conference/workshop evaluations
- c. Promote at other professional meetings
- d. Social Media”

It is Suggested that:

1) That the EB create a Digital Engagement Committee (standing committee)

- Define a Position Statement for the Chair and Vice Chair
- The committee would work under the general Charge to:
- Define the known channels of communication (Website/Email/Mobile/Social), their architecture and function for the membership
- Define the functions for engagement at the Biennial meeting & Ongoing Sustainment
- Biennial Meeting (App/Website/Social Media: Virtual Conference/Council Tracking or “Blogs”/Navigator)
- Sustaining/Ongoing:
 - Member-Facing (App/Social Media/Website Revision: News/Reports/Virtual Roundtables/Multi-format Info Sharing/Forums)
 - Volunteer-Facing (App/Website: Volunteer Portal/Volunteer Committee Forums or “workrooms”)
- Define “user needs” (Member – Biennial Meeting/Member – Ongoing/Volunteer Ongoing)

2) Social Media Notes for Committee Chair to provide (executive board)

SPC requests the executive board (and Director) to identify the status of App Liaison position in order for the following recommendations and related discussions.

- Possible CFP App development and how it can be useful for CFP – not only during the conference but also on an on-going base. Consult with AFDO and other organizations to obtain

third party developers and related costs. Scope of work will be required if CFP is to pursue this task.

- Possible CFP website revisions so that current topics, news, updates can be shared on an ongoing base. This could eliminate the need for broadcast emails sent out by the ED.
- CFP App can be used for: Sponsors (purchasing banner ads or banner ads given for specific level of sponsorship).
- CFP App can be used for: Committees report (and updates) sharing prior to conference.
- CFP App can be used for: New Attendees (can replace the navigator program) if adequate information (video, PDF documents) is shared prior to conference.
- CFP Facebook, LinkedIn presence can be beneficial. Will need someone to manage/monitor it.
- CFP Twitter can be useful throughout the year for information sharing, updates, upcoming CFP details.

3) Navigator Program Notes for Committee Chair to provide (executive board)

The current Navigator program has been well developed over the past few years. Our specific asks enhancements to that program are:

- Develop a short video that can be posted to You Tube with an explanation of the CFP process and Biennial meeting. Consider the use of the presentation used during each Biennial meeting with narration by Dave McSwane or the current or past Conference Chair.
- Leverage this short video (link to You Tube) within an email to new attendees when registering to help introduce the Navigator program. Allow them a list of Navigators to connect with.
- Enhance the New Attendee Orientation presentation at the Biennial meeting to have the navigators stand off stage and present a slide with their photo to encourage the new attendees to connect with one of them.
- Leverage the CFP App. Add photo “glamor shots”, brief bios, CFP membership stats and contact information of the available navigators. Possibly use this App to track new attendees that have
- Develop a schedule to have dedicated people to help navigate at the front desk. Possibly have a Board positions scheduled.