

STRATEGIC PLANNING COMMITTEE

Committee Report

August 26, 2005

Steve McAndrew, Committee Chair

COMMITTEE CHARGE: Development of a CFP Strategic Plan which includes ways to better “market” the Conference. Develop both long range and short range strategic issues using the mission and vision of the Plan as guidance.

LIST OF COMMITTEE MEMBERS: (separate attachment)

PROGRESS REPORT: The Strategic Planning Committee (SPC) developed a draft Strategic Plan which was presented to the Executive Board at the April 8-9, 2005 meeting in Columbus, Ohio. The Board suggested several changes to the draft, which is included in this committee report and presented to the Executive Board for final approval. It was agreed at the meeting that the SPC would develop action steps for Strategic Issue Goals and present them to the Executive Board for consideration. Following is the status of each of the Strategic Planning Goals and recommendations for Board action.

Goal 1 – Increase communication between CFP and all stakeholders

Action Plan – Continue to Update and Enhance the CFP Website

Status: The SPC Chair contacted Charles Otto, Chair of the CFP Website Development Committee. Each of the five recommendations in the Strategic Plan is being met by the Website Committee.

Action Plan – Develop a comprehensive “CFP Presentation Packet” for use by current members in state, national, and regional forums.

Status: The Committee solicited existing Powerpoint presentations from all sources. Larry Eils volunteered to collate the presentations into one program and present to the Board for approval. The final Powerpoint program is currently being developed

Requested Board Action: None

Goal 2 – Take an active role in promotion and adoption of the Food Code at the state and local levels and encourage uniform application in the field

Action Plan – Focus on state and local areas where the Code has not yet been adopted. Distribute interpretive clarifications of the Code as recommended in the Membership Survey

Status: The Committee focused on the fact that FDA frequently issues Code interpretations on a regional basis and feels that a database should be developed to expand this to a national level. Shirley Bohm (representing Faye Feldstein on conference call) advised the Committee that all FDA Regional Food Specialists were

supposed to share interpretations with the states in their regions and that such a database was being developed to expand this to a national level.

Requested Board Action: The Committee recommends that the CFP Board request that FDA share the collated interpretations with regulatory agencies and industry to promote uniformity. Information should be compiled on the FDA website and a link should be placed on the CFP website to access this information.

Goal 3 – Explore the possibility of expanding the scope of the CFP to include food defense issues

Action Plan – Work through the state food safety task forces to achieve this goal. Assure that the emphasis on food defense is reflected in Conference brochures and on the website

Status: The Committee recognizes that this is a very broad initiative involving many state and national agencies and organizations. It was suggested that CFP could identify resources and contacts for posting on the CFP website and/or that the CFP could contact the state food safety task forces and encourage them to include food defense as an agenda item at their respective meeting. A list of task forces is available from the FDA.

Requested Board Action: None but the Committee is open to direction from the Board

Goal 4 – Assure that the administrative office is adequately staffed and that internal CFP documents are streamlined

Action Plan – Develop the Executive Assistant position (completed) and develop a Council Procedures Manual for Chairs and Vice Chairs to use during their tenure.

Status: Larry Eils reported that an extensive revision to the CFP Biennial Meeting Information Manual had recently been completed and that this updated document should provide the guidance to the Councils and the participants in the Assembly. Email discussions were also held regarding the General Assembly proceedings.

Requested Board Action: Assure that the General Assembly roles of the Executive Director, Parliamentarian, Conference Chair, Council Chairs and voting delegates are clearly delineated in the revised Information Manual. If further revisions are needed, develop a working draft for use at the Columbus Conference and later incorporation into the Manual.