

# Conference for Food Protection – Committee FINAL Report

Template approved: 08/14/2013

Committee Final Reports are considered DRAFT until deliberated and acknowledged by the assigned Council at the Biennial Meeting

**COMMITTEE NAME:** Strategic Planning

**COUNCIL or EXECUTIVE BOARD ASSIGNMENT:** Executive Board

**DATE OF REPORT:** April 1, 2022

**SUBMITTED BY:** Amber Daniels & Keith Jackson, Co-Chairs

## **COMMITTEE CHARGE(s):**

The Strategic Planning Committee (SPC) shall report to the Board and shall advise the Board on the current and future direction for CFP. This Committee shall make recommendations to keep the CFP relevant and increase the viability and growth of the organization.

The SPC will actively engage CFP Committees and the Board by:

**Subsection 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.

**Subsection 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.

**Subsection 3.** Finding ways for CFP to collaborate/partner with organizations that hold similar values and interests in retail food safety.

**Subsection 4.** Sustaining the financial stability of CFP by seeking new, increased, or alternative sources of funding.

**EB Special Charge:** take the post Biennial Meeting survey results and charge the Strategic Planning Committee, Finance Committee, and Program Committee to provide suggestions for the upcoming 2023 Biennial Meeting no later than the April 2022 Board meeting. (Nicholson Kramer/Jackson)

- Full survey results to be provided to the Strategic Planning Committee, Finance Committee, and Program Committee.
- Strategic Planning, Finance, and Program Committees to provide suggestions for the 2023 Biennial Meeting to the Board no later than the April 2022 Board meeting.

## **COMMITTEE ACTIVITIES AND RECOMMENDATIONS:**

1. The SPC held five (5) conference call meetings each first Wednesday of the month beginning December 1<sup>st</sup> 2021
  - a. Charges were reviewed and ideas collected for all standing SPC charges
  - b. The extra charge was reviewed and SPC leadership met with the Finance and Program Committee Leaders to discuss options to review with the SPC

**Recommendation 1:** In conjunction with the Finance Committee and the Program Committee and after reviewing pertinent results from the survey of CFP membership regarding the 2021 Virtual Biennial Meeting, the SPC has the following recommendations to present to the EB specific to the extra charge as due by the 2022 April EB Meeting, which are:

1. Plan for a 100% virtual 2023 CFP Educational Workshop
2. Plan for a two-ticket option to attend the 2023 CFP Biennial Meeting; ticket recommendations are as follows:

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- a. **In Person, All Access Ticket**, to include:
  - i. Educational Workshop (virtual)
  - ii. Biennial Opening Session (in person)
  - iii. Council Sessions (in person)
  - iv. Caucus Sessions (in person)
  - v. Networking (in person)
  - vi. Assembly of Delegates (in person)
- b. **Remote Only, Limited Access Ticket** to include:
  - i. Educational Workshop (virtual)
  - ii. Biennial Opening Session (live stream; no participation)
  - iii. Council Sessions (App Updates)
  - iv. Assembly of Delegates (live stream; no participation)

**Recommendation 2:** Charge the Finance Committee to determine Discount Options to cover the proposed TWO ticket options from Recommendation 1, which could be as follows:

1. **Option #1 Discount**
  - a. Discounted In Person, All Access ticket (incentive for in person attendance)
  - b. Full price for Remote Only, Limited Access, Remote Only Ticket
2. **Option #2 Discount**
  - a. Discounted Remote Only, Limited Access ticket (incentive for membership numbers)
  - b. Full price In Person, All Access ticket

**Recommendation 3:** Charge the Digital Engagement Committee to source a platform for a LIVE Broadcast of the Biennial Meeting and update the Meeting App in conjunction with the LIVE Streaming Options.

## COMMITTEE REQUESTED ACTION FOR EXECUTIVE BOARD:

**Board Action is NOT required and therefore the report can be placed on the consent calendar for Board review and acceptance.**

**Board Action is required for some provision(s) of this report and therefore a verbal report needs to be presented at the Board Meeting.**

**1. Recommendation 1 above**

**2. Recommendation 2 above**

**3. Recommendation 3 above**

**CFP ISSUES TO BE SUBMITTED BY COMMITTEE:** Not applicable.

**COMMITTEE MEMBER ROSTER:** Continued on next page.

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Last Name	First Name
Daniels	Amber
Jackson	Keith
Sweet	Bridget
Dolhanyk	Anne
Wallingford	Shelly
Wynne	Rebecca
Graham	Julian
Sanchez	Angela
Wilcoxson	Melissa "Lissy"
Richardson	Bridget
Bhatt	Chirag
Nardone	Angela
Goscinski	Mike
Lawrence	David
Macias	Naomi
Zarate	Enrique
Vauls	Patricia "Pat"
Whiting	Kelli
Dinauer	Lauren
Straughn	Ki Ran
Vought	Becky
Lewis	Glenda