

Conference for Food Protection – Committee Periodic Report

Template approved: 04/20/2016

Committee Reports are considered **DRAFT** until accepted by the Executive Board

The Conference Chair, Executive Director, Council Chair, or Issue Chair may return committee reports, Issues, or attached documents requesting edits to improve clarity or understanding, or to include missing information.

Committee-submitted documents may impact the image, credibility and integrity of the Conference as an organization. With the exception of material that is copyrighted and/or has registration marks, committee generated documents submitted to the Executive Board and via the Issue process (including Issues, reports, and content documents) become the property of the Conference.

COMMITTEE NAME: Strategic Planning Committee

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

Date submitted: 3/24/2017

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, Elizabeth Nutt

COMMITTEE CHARGE(S):

Issue # _____

1. To develop a strategic plan which includes better ways to market the Conference as well as short-range and long-range strategic issues using the mission and vision of the Strategic Plan as guidance

2.

Issue # _____

1.

2.

COMMITTEE WORK PLAN AND TIMELINE:

THE COMMITTEE HAS MET MONTHLY, SIX MEETINGS IN TOTAL

COMMITTEE ACTIVITIES:

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

Oct 28, Nov. 11, Dec. 9, Jan.13, Feb 10, Mar 10

2. **Overview of committee activities:**

The Committee began its work by reviewing the work and charge of the prior committee activities by reviewing the University of Houston Survey conducted in 2016, conducted a SWOT survey of the conference, conducted and analyzed a SWOT assessment submitted by the CFP board. After conducting these analyses, the committee used the information gathered from it and began working on "Pillars" of actions the SPC could take going forward. These pillars have both short term and long term components. The short term components are defined as actions that could be taken on immediately; long term is defined as actions that could eventually be enacted.

Financial Pillar

- Make the meeting affordable for the those that cost is an issue (Long term)
- Increase revenue by driving sponsorship; reach out to other agencies beyond industry (Long term)
- Perhaps adding a "friends of the CFP" option of sponsorship, i.e. an optional and additional method of contributing to the CFP to fund attendees that cite a financial challenge as a reason for not attending (Long term)
- David is reaching out to the USDA and the CDC as to potential funding options (short term)

Under the Participation Pillar

- Possibly shorten the meeting to 4 or 3 days to reduce cost and increase participation? (Long term)
- Use technology to make the CFP councils activities more accessible to the attendees while at the conference (Long term)
- Make the council activities available on line during and after the conference (for a fee?) (Long term)
- Survey others outside of CFP as to why they stopped or don't attend (Long term)
- Research ways for members to participate; limitations with few committees and membership limitations(Long term)

Under the Membership Pillar

Conference for Food Protection – Committee Periodic Report

- *Need to define and market the value of the meeting. (Long term)*
- *Emphasize the positives of the meeting (networking, directly participating in the process of developing the code and impact on food safety, other attributes) that CFP offers that other meetings do not offer. (Long term)*
- *Having Board members attend other meetings and presenting on the CFP encouraging participation(short term)*
- *Creating a marketing and communication standing committee that would use SPC directives to create and implement a CFP communication statement and strategy(Long term)*

For the next conference the committee will continue the analysis of the effectiveness of the navigator program including issuing a follow-up survey to the first time attendees of the 2016 Biennial Meeting.

3. Charges COMPLETED and the rationale for each specific recommendation:

- a.
- b.

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

- a.

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

1. *The Committee would like the Executive Board to consider having Board members, when attending other industry and regulatory meetings and conferences to request to be allowed to present on the CFP encouraging participation*

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*
Meeting minutes Oct-Mar

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

Board SWOT analysis