

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: August 24, 2023

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: (Complete) 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:

1. The SPC completed the CFP Video Testimonial project at the Biennial Meeting in Houston where 40 video testimonials were documented.
 - a. Propose making this a standard event at each Biennial Meeting to keep a video history from the meetings; assign to ad hoc committee
2. Began work with John Marcello in December 2023 to initiate a series of Strategic Planning Sessions with the SPC, Executive Board, and Executive Staff.
 - a. The goal of the Strategic Planning Sessions was to gather strengths, weaknesses, goals, objectives, Mission/Purpose, and Vision of the CFP Conference in order for the Executive Board to develop formal Strategic and Operational Plans for both the EB and the Conference.
 - b. SPC Strategic Plan meetings began in January 2023 and were held monthly at first, then increased to multiple times per month through August 2023 to collect and align ideas in order to prepare the Executive Board for a formal three-day face-to-face Strategic Planning Meeting which was in Chicago on August 15th through 17th to finalize a Strategic Plan and a 2-year, 4-year, and 6-year Operational Plan for the Executive Board and Conference.
3. All voting members of the Executive Board were invited to attend the Strategic Planning Meeting which was facilitated by John Marcello from FDA; all but three (3) Board Members were in attendance.

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4. Deliverables from the Strategic Planning Meeting are listed below and are all included in John's Summary Report (see attached):
 - a. Updated Conference Vision Statement
 - b. Updated Conference Purpose Statement
 - c. Conference Values
 - d. Conference Strategic Plan
 - e. Conference Operational Plans
 - i. 2-year Plan
 - ii. 4-year Plan
 - iii. 6-year Plan

Committee Recommendations:

1. Form an ad hoc CFP Biennial Meeting Succession Preparation Committee with the following charge:
 - a. Meet with the CFP Executive Director and Conference Direct to develop a CFP Biennial Meeting Planning Guide and Process Workflow detailing all aspects of meeting planning; to be delivered to the Executive Board for review by the Fall EB Meeting in 2024.
 - i. This committee's work will ensure Biennial Meeting process continuity following the retirement of key CFP Executive Staff.
2. Form an ad hoc CFP Communications Committee with the following charges:
 - a. Develop a CFP Communication Plan which includes criteria for internal member comms, external non-member comms, and marketing strategies with may be applicable to both.
 - b. Engage with the CFP Executive Director, Assistant, Conference Chair, Conference Vice Chair, and the Digital Engagement and Technology Solutions Committee to ensure current digital platforms meet the needs of the conference and that communication and technology plans align.
 - c. Implement communication protocols to expand the influence of CFP and to engage with members in meaningful ways to increase active participation and recruitment of new members.
 - d. Submit an issue at the 2025 Biennial Meeting for the Communications Committee to become a Standing Committee to support the CFP Strategic Plan.
3. Issue a Special Charge to the Digital Engagement & Technical Solutions Committee to work with Wild Apricot and collaborate with the Communications Committee to support the charges listed above.
4. Issue a Special Charges to the Strategic Planning Committee as follows:
 - a. Develop CFP Reportable Metrics with the goal to enhance effective member communications and to use for potential marketing to increase active membership and expand the CFP sphere of influence.
 - i. Reportable Metrics could be member retention rate, member tenor tracking, Issue Outcomes at Council, Assembly, or with FDA, public utilization/access to CFP documents, social media "likes," etc.
 - ii. This deliverable become a standing committee charge
 - b. Draft the CFP 2023-2029 Strategic Plan based on the strategic framework developed by the Strategic Planning Committee and revised and approved by the Executive Board during the August Strategic Planning Meeting.
 - i. An outline template for drafting the written strategic plan will be provided to the CFP Strategic Planning Committee.
 - c. Draft CFP Value Statements to include in the CFP Strategic Plan.
 - i. CFP Executive Board drafted the conceptual areas for the value statements at their August Strategic and will provide to the CFP Strategic Planning Committee.
 - d. Draft the 6-year CFP Strategic Plan using the following action plan:
 - i. Complete the draft of the 6-year CFP Strategic Plan by Dec. 31, 202

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- ii. Submit the draft CFP Strategic Plan to the Executive Board for review – early Jan. 2024
 - iii. Review comments from EB due to Strategic Planning Committee – early Feb. 2024
 - iv. Final draft CFP Strategic Plan ready for EB review and approval – Mar. 2024
- e. Develop a written plan to engage active participation of CFP Members. Plan to include but not be limited to:
 - i. Individual Committee “explanation” prior to sign up
 - ii. Mentorship program – biennial meeting
5. Issue a Special Charge to the Finance Committee to ensure financial planning and coverage for the 2-, 4- and 6-year CFP Operational Plan.
 - a. This could become a standing charge.
6. Transition the Special Charge to the SPC from 2021 specific to the Biennial Meeting Survey to a standing charge.
 - a. Suggested Charge: Manage on-going content development, launch, analysis, reporting, and Executive Board recommendations of the Biennial Meeting Member Survey at the end of each meeting.
 - b. Conduct the above activities with critical input from leadership of the Finance, Program, and others as appropriate committees.
7. Conference Chair and Vice Chair will reach out to former Conference Chairs and Vice Chairs to form an alumni group which will help preserve CFP history, ensure process continuity, and assist the SPC with improvement projects.
8. The Conference Chair and Vice Chair will ensure other action items as identified will be completed.

None

CFP ISSUES TO BE SUBMITTED BY COMMITTEE: Not applicable at this time.

COMMITTEE MEMBER ROSTER: Submitted for Executive Board Approval by Angela Nardone and Amber Daniels.