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COMMITTEE NAME: Strategic Planning

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

Date submitted: 7/18/2019

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, Chair and Elizabeth Nutt, Vice-Chair

COMMITTEE CHARGE(S):

Constitutional Charge(s):

1. The Strategic Planning Committee (SPC) shall report to the Executive Board. The SPC shall provide an active leadership role in developing both long term and short term goals that will enhance and sustain the relevance and viability of the Conference for Food Protection. To accomplish these goals, the CPS will include such activities as:
 - a. Anticipate changing business and regulatory environment.
 - b. Assess membership satisfaction of the CFP and its processes.
 - c. Identify changing expectations of CFP members.
 - d. Explore ways to build membership.
 - e. Assist in efforts to communicate more effectively with membership.
 - f. Expand outreach to collaborate and partner with organizations of similar public safety goals.
 - g. Search for viable funding sources to ensure long term financial sustainability.

Charges from the Executive Board:

1. 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 (*deliverables document approved by the Board in April 2019*).
2. Provide report to show how recommendations of the Board in April 2019 have been implemented. (*continuation of agenda item 3.11 from April 2019 Board Meeting*)
3. Report on ad hoc committee on Mobile App. (*continuation of agenda item 1.9.7 from April 2019 Board Meeting*)
4. Report on ad hoc committee on communication with first time biennial meeting attendees.

COMMITTEE WORK PLAN AND TIMELINE:

COMMITTEE ACTIVITIES:

1. Dates of committee meetings or conference calls:

The SPC has met on the following dates since the last report: April 12, May 10 and June 14

2. Overview of committee activities:

We have created and enabled the CFP *Committee formations: Eventbrite and Digital engagement* committee. The Board was informed of the committee roster on June 26, 2019. Chirag Bhatt and Vanessa Bussiere lead the committee and can be contacted for questions and updates if necessary.

As charged by the Board, this committee will first oversee the development and rollout of the Conference app. This committee will also be an option to address or continue as the social media/digital engagement committee approved for formation at the April 2019 Board meeting.

We have updated the first-time attendees (FTA) process, suggesting a desk area near registration as a method to engage FTAs as they register at the conference, updating the first-time attendee's orientation meeting and exploring other options (videos, etc.) to provide more outreach and a better experience for FTAs.

Charges COMPLETED and the rationale for each specific recommendation:

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

- a. Met and have approval with University of Houston to conduct the SPC member survey. Dr. Draper is seeking final approval from the university, has our questions and will work with David McSwane on sending the survey to the members as soon as he has approval.

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

1. Acknowledge SPC periodic report.

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*

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