

# 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, 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:** 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 seventeen (17) monthly conference call meetings on the first Wednesday of each month for the full year, the final last call was on April 5<sup>th</sup>, 2023
  - 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.
2. A DRAFT Membership Issue Survey has been developed (see attachment "SPC SmartSheet Overview) to conduct post-Biennial Meeting to capture membership opinions on specific CFP Issues and results with the goal to develop future topics for CFP Workshops, and potentially turn into other CFP sponsored webex seminars to add engagement opportunities to CFP members throughout the biennium, and not just limited to the current work and meeting frequency.
3. A Video Testimonial Project for the up-coming Biennial Meeting in Houston has been launched, which is being lead by Angela Nardone from the SPC
4. Beginning in January 2023 a Strategic Planning Project (SPP) with the Executive Board, Executive Staff, and members of the SPC was initiated under the guidance of John Marcello with FDA. The

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purpose of the SPP is to establish an up-dated Strategic Goal for CFP and develop from that goal a 2- and 5-year Operational Plan. The Executive Board was tasked with completing a “Brainstorming” Exercise for the SPP, and the SPC was tasked with completing a “Situational Assessment” Exercise both to support the goals of the SPP. A series of five (5) two-hours calls were held in the month of March and April to facilitate the Situational Assessment with the SPC. Future board activities are in the planning stages; the SPC respectfully requests for all EB Members to participate in future activities & meetings as is possible.

**Recommendation 1:** Review and approve or provide feedback on the Membership Issue Survey for launch within two-weeks following the 2023 Biennial Meeting.

**Recommendation 2:** Continue the SPP with John Marcello with the culmination occurring at a special Executive Board Strategic Planning Meeting to be held in August 2023 in Chicago.

**CFP ISSUES TO BE SUBMITTED BY COMMITTEE:** None.

**COMMITTEE MEMBER ROSTER:** Updated below.

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

Ann Dolhanyk has been removed by request, and Mike Gosinski has been removed due to lack of participation all year.