

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 Committee

COUNCIL or EXECUTIVE BOARD ASSIGNMENT: Executive Board

DATE OF REPORT: 12/6/13 and revised 4/12/14

SUBMITTED BY: James Mack Chair & Thomas Ford Co-Chair

COMMITTEE CHARGE(s): Set Strategic Goals for the Conference for Food Protection

COMMITTEE ACTIVITIES AND RECOMMENDATIONS:

1. Progress on Overall Committee Activities:

The committee met nine times (9) between the period July 2012 – March 2014. During this period, the committee focused on review of the current strategic plan and discussing and setting the stage for a revision of the plan. Major activities toward these objectives are as follows:

- a. Consistent with the 2004 CFP Strategic Plan to establish a working liaison with governmental agencies, industry, academic institutions, consumer groups, state food safety associations and other entities interested in food safety, the committee discussed potential collaboration between Consumer Goods Forum (CGF) and the CFP. The committee recognized the potential benefit of collaboration between the CGF and CFP and requested the executive board take necessary steps to further the collaborative effort. The Executive Board agreed to allow this collaboration to take place. The beginning stages of this effort focused on the CFP and CGF attending respective conferences. The CGF will send an attendee to the 2014 CFP.
- b. The committee developed and distributed to the CFP membership a survey designed to elicit themes from which the committee will utilize to focus their strategic planning process. The committee reviewed the CFP 2009 Strategic Planning Survey to develop the 2013 CFP survey (see attachment 1, Questions on Strategic Planning Survey). The survey results are attached (see attachments 2 CFP Strategic Planning Survey Results data and 3 CFP Strategic Plan Survey Summary.) The survey generated a 23% response rate that is lower than the average survey conducted via email. Themes from the survey focused on (1) improved communication during the meeting including use of social media, (2) weekend versus weekday conferences and (3) communication and transparency regarding the decision of FDA when recommendations are submitted.
- c. During the August 2013 Executive Board Meeting the committee presented the results of the survey. The committee made a plea for broader representation of the CFP membership on the committee. The committee presented to the board the desire to conduct a modified SWOT (Strengths, Weaknesses, Opportunities, and

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Threats) analysis as part of the strategic planning process. The intent of the modified SWOT is to describe in detail how the CFP can grow and flourish based on the results of the survey, future membership surveys, MOU with FDA and through discussion and/or surveying of CFP standing committees and councils. The board agreed to both proposals and made a request for broader representation. Four new members representing academia, consumer, and regulatory agencies were added to the strategic planning committee.

- d. September 2013 SPC met to discuss particulars relating to developing a framework for
 - Welcoming CFP members
 - Website revision
 - Develop knowledge and understanding of CFP regions, what they do, how they function. (*use of regional food specialists in this regard)
 - Simple Communications
 - How do we get people that need to be at CFP to CFP?
 - Shorten the meeting by 1 day
 - Consider meeting every 4 years
 - A virtual conference
 - Expand the conference objectives
 - Discussion on publishing to be considered

- e. During the November 2013 the group met to begin the process of creating the final report that would be submitted to the board. It was discussed whether the mission statement should be refined to reflect how the CFP can transition to a forum more reflective of what the CFP needs are in the future. The SPC would recommend that work continue on improving and enhancing the new attendee experience and would like to assist in the work that the welcoming committee is undertaking. The group discussed moving the meeting to every four years but continuing the 2 year cycle with a meeting that would be a non-issue submission, and/or an information technology session. Board and committees would meet in person as well. It was agreed that the SPC put this suggestion to the Board. Finally, it was agreed our report would reflect the desire of the committee that we continue on the path toward developing a strategic plan for which the SPC would seek direction from the board for appropriate charges.

- f. During the January 2014 meeting the group met and discussed the following:
 - Plan on rising awareness
 - Marketing plan
 - Regional Food Safety Conferences (include CFP in conferences - focus of marketing plan)
 - Designate CFP SPC marketing group
 - Create promotional materials
 - Lack of participation

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- Direct outreach to each state
- Focus on those that cannot attend
- Communication
 - Web access/broadcast – reach out to those unable to attend CFP
 - Updates from meetings/committees – ensure as wide a distribution as possible
 - Maintain/increase communication with GFI
 - Need to find reason for why people are not attending CFP - time and money may be an issue
- Board Visibility
 - Reach out to state Environmental Health Officers & Industry representatives in each state. Need to formulate a list of both.
 - Inventory Executive Board members – collect information on what is happening – issue submission process, pre-conference workshops
 - Evaluation – all committees, councils
 - Vision Statement (CFP)
 - Possible changes to the format of the Conference, i.e. off years from code revision year would be different

Long term Objectives Discussion - June 2014 – 2016 CFP

- SWOT
 - **Strengths** – diversity of , jurisdiction, good web site , CFP gaining credibility at state level references state code, Workshop is referenced by Federal Gov't (Congress) and other agencies, Jurisdictions are knowledgeable of Food Code, credibility, national reputation of CFP, high profile of participating organizations like USDA, CDC.
 - **Weakness** – website not marketed, website needs stronger visibility, and to be user-friendly, cost of conference, no fun for attendees to be an observer, 2-year cycle-out of sight out of mind mentality.
 - **Opportunities** - link CFP website to other groups, need to increase promotion of CFP with local health departments, and related environmental health organizations.

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- **Threats** – decline in membership, funding, time commitment, work by CFP is “volunteered”-people have busy jobs, decreased funding even in industry, length of conference
 - Include all committees, executive board, councils – in SWOT
 - Future surveys of membership possible
 - Develop process for conducting SWOT – in place for CFP 2014
 - g. During the March 2014 meeting the group met and discussed the following:
 - Short term Objectives Discussion
 - Discussed the New Member Orientation – Navigator Template presented to the SPC by Christopher Gordon. Committee agreed to use the navigator for new member orientation. (Navigator template attached)
 - Discussed new member orientation that included:
 - Coming up with a list of CFP executive committee members to work with new members using the navigator.
 - List new registrants for orientation unique name tag
 - Create letter requesting participation of executive committee in this endeavor.
 - James and Tom will meet with Dave McSwane, CFP Executive Director to discuss next steps.
 - Action Item:
 - Elizabeth & Jessica will draft letter. (Letter attached)
 - SPC will provide input
 - James and Tom will forward to Dave for discussion.
 - James will speak with David McSwane, Executive Director regarding future meetings with the CFP SPC and his involvement in future meetings. The SPC believed that having his presence at future meetings would help during matters relating to information the Executive Board can provide during the Strategic Planning process.
 - h. A conference call was held on April 7, 2014 involving Thomas Ford and James Mack, members of the CFP SPC; Larry Eils, Leader of the New Member Orientation at the 2014 biennial meeting; David McSwane, Executive Director; and Aggie Hale, Executive Assistant. During the call it was agreed that we would initiate the following activities at the 2014 biennial meeting:
 - Adding the navigator template to the overview of the New Member Orientation.
 - Ask Executive Board members (voting and ex-officio) and Strategic Planning Committee members to pair with new members who will be attending the biennial meeting for the first time in 2014 to acclimate them to the CFP meeting process and activities. New members will be randomly assigned to Board and SPC committee members.
2. Recommendations for consideration by Executive Board:
- a. It was agreed the Committee would present to the Executive Board the possibility of restructuring the format/frequency of meetings.

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- b. The committee recognizes that such a move would require changes be made to the Constitution and Bylaws.
- c. The Committee is asking the Board to decide where the Conference wants to go and the Committee would take the lead to identify how to get there.

CFP ISSUES TO BE SUBMITTED BY COMMITTEE:

COMMITTEE MEMBER ROSTER:

CFP SPC Committee Members Roster 8 19 13

SUPPORTING ATTACHMENTS

1. Questions on Strategic Planning Survey
2. CFP Strategic Planning Survey Results data
3. CFP Strategic Planning Survey Summary