

# Conference for Food Protection – Committee Periodic Status Report

Template approved by the Executive Board May 2014

**Committee Periodic Status Reports are considered DRAFT until reviewed and acknowledged by the Executive Board**

Council Chairs are required to submit committee reports to the Executive Director at least 30 days prior to each Executive Board meeting (held in Spring and Fall of each year); please submit reports far enough in advance of this deadline to permit review by the Council Chair. Committee Periodic Status Reports are intended to update the Executive Board on the status of the committee and the progress toward fulfilling the charges approved by the Assembly of Delegates or assigned by the Executive Board.

**COMMITTEE NAME: Strategic Planning Committee**

**COUNCIL or EXECUTIVE BOARD ASSIGNMENT: Executive Board**

**DATE OF REPORT: July 24, 2014**

**SUBMITTED BY: James Mack (Chair) Thomas Ford (Co-Chair)**

## **COMMITTEE MEMBER ROSTER:**

**see attached roster for updated member listing and Executive Board approval**

**committee membership has not changed; see previously submitted and approved roster dated: \_**

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

**COMMITTEE'S REQUESTED ACTION FOR EXECUTIVE BOARD (If Applicable):**

## **PROGRESS REPORT / COMMITTEE ACTIVITIES WITH ACTIVITY DATES:**

### **1. Progress on Overall Committee Activities**

***Committee met June 27, 2014.***

#### **I. Roll Call**

Present - Darryl Booth, Jessica Fletcher, James Mack, David McSwane, Elizabeth Nutt, Todd Rossow Chuck Seaman, Kevin Smith, Becky Stevens-Grobbelaar

Not Present – Julie Albrecht, Tom Ford, Kelli Whiting

#### **II. Review/Discussion of May 2014 SPC Meeting Notes**

A discussion ensued regarding what was discussed at the May meeting in Orlando. Majority of discussion revolved around the proposed options versus proposed recommendations contained in the May meeting notes.

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### III. Additions to Notes

Added re-wording from proposed recommendation to proposed options. Other possible options are a Sunday – Thursday format and a shorten format to be chosen later.

Motion by Kevin Smith to change options for the format to Monday – Friday with committees meeting on Monday and Assembly of Delegates on Friday. Jessica Fletcher seconded. Motion passed unanimously.

Motion by Todd Rossow to accept the meeting notes as amended. Seconded by Chuck Seaman. Motion passed unanimously. Additional motion by Kevin to thank Dr. Neal’s group and see if they would be willing to conduct the survey at the beginning of 2015 with the idea that the information obtained might be used at a later date but it would not prevent possible conference schedule changes in 2018. Jessica seconded the motion. Motion passed unanimously.

### IV. New SPC Members Kellie Whiting & Darryl Booth

Darryl introduced himself to the group and all members present introduced themselves to Darryl.

### V. New Members Surveys Feedback & Discussion

The group felt the Navigator program was successful. Comments from SPC included up front work needed; navigator mentee improvement; connection throughout the conference with mentor; use of video to assist in orienting new members; Will form an ad hoc group from SPC to develop a process going forward. SPC is looking at the use of video on the website to help with the navigator project.

Discussion regarding whether the Navigator Program is a SPC function ensued. Motion to keep the navigator program with SPC made by Jessica seconded by Elizabeth. Motion passed with 7 aye, one vote abstaining.

### VI. Event Proposal Discussion

Committee reviewed the document and a discussion ensued regarding the relevancy/timing of the project to SPC goal of reviewing/revising the format for the CFP. Despite trepidation relating to the relevancy/timing of the project, many members felt the project has merit but not now. Motion to not pursue the project because of time limitation made by Elizabeth Nutt, seconded by Kevin Smith. Motion passed with 6 aye vote, 1 nay and 1 abstaining vote. The SPC requested James contact Dr. Draper & Dr. Neal to inform them of the SPC decision. James indicated he would but that he will like Elizabeth Nutt and Thomas Ford to be involved in the conversation.

### VII. Next Meeting – August 6, 2014.

Strategic Planning Committee Meeting, August 6, 2014

#### I. Roll Call

Attended by James Mack, Tom Ford, Chuck Seaman, Kevin Smith, Becky Stevens, Kelly Whiting

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## II. Review/Discussion of June 2014 Meeting Notes Committee

Notes opened and discussed. Notes were motioned as accepted by Chuck and seconded by Becky

Additions/Subtraction to Committee Meeting Notes

None

## III. Old Business

### a. Event Proposal Discussion (Committee)

James summarized the conference call held August 5 with James, Tom and Elizabeth concerning the survey proposal by Dr. Neal. James explained the need to have further discussion around content of the tool but also the need to postpone the proposal due to the long lead time required for such a survey to actually be able to be tied to a particular CFP.

Motion to take approach of discussing further with Drs. Neal and Draper 2016 and implement 2020 was made.

Motion proposed and seconded by Chuck and Tom

### b. SWOT Analysis – Short Term & Long Term Process

Discussion began by reviewing the SWOT notes submitted by James. Discussion evolved about how the SWOT process might proceed:

James proposed creating an ad hoc committee from the SPC to take this analysis to completion. Chuck and Becky volunteered, and James and Tom would fill out the Ad Hoc committee.

James suggested that the SWOT analysis would drive the creation of a Strategic plan that the SPC would submit to the CFP board. Becky asked for clarification about the goal of the analysis, would the goal be to address items such as identify improvements needed, or increase attendance, etc. James explained using tools, such as the survey proposed by Dr. Neal, and additional outreach efforts such as the new attendee program begun at the 2014 CFP were examples of the goal and potential end results.

The group discussion that followed lead to the suggestion of making a time line and milestone approach to the project and have James present to the board for their review and support of the approach.

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The time line suggested was to begin the project now with the creation of the ad hoc committee, the committee conducts the SWOT analysis using the SPC survey, but also considering other sources of information such as member and board input and impressions. The Ad hoc committee would present the analysis to the complete SPC for their review and acceptance. The SPC would then begin the task of using the SWOT report to create the strategic plan for the CFP. The goal would be to submit the Strategic Plan to the board by the 2016 conference.

Kevin asked that the Strategic plan component be further clarified as to root causes that may drive what actions the SPC and SP may request.

Becky stressed the need to understand the effort and work that needs to move from the SWOT exercise to a strategic plan and the need to be concerned and understand that. Kevin asked if there should be a focused list of issues to keep the project manageable. Kelly talked about need to address the financial and also attrition of experienced members and ability/desire of gaining new attendees that are willing to fill in.

The formation of the AD Hoc committee, the idea of the timeline/milestone approach for the project and the suggestion that James present this concept to the board and the next meeting was motioned and seconded by Becky and Kevin.

#### IV. New Business

a. Navigator Program (Elizabeth & Jennifer)

Tabled since Jennifer and Elizabeth were not in attendance

#### V. Open Forum

Opened for discussion, no comments

#### VI. Next Meetings (need to decide on meeting schedule to include frequency from now until CFP 2016).

Discussed keeping the every other month cycle and it was agreed to keep this cycle and use doodle survey tool to set exact dates/times. Tentative dates for the next two meeting therefore would be in October and December.

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VII Adjourn

Motion to adjourn motioned and accepted by the group

## **2. *Progress Addressing each Assigned Committee Charge***

Development of the AD Hoc task force to set strategic plan parameters using the SWOT as a framework from which to operate.