

Strat Comm Bulletin 2/9/13

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The Strategic Planning Committee met again this week to continue its work on assessing Free Geek's current situation. As noted in previous Bulletins, Strat Comm decided to start with the "Assessment" step in the strategic planning process. See the attached graphic for an overview of the process.

Staff working within a number of FG program areas were invited to help convert the previously-generated bubble graphs into a more-detailed narrative form. For each program area, the staff spelled out how the program fits in with FG's mission and business and provided some thoughts on future directions for the program. We plan to add in a few more program areas, prepare a write-up with the findings, and solicit input on it from the rest of the FG organization.

We also discussed a couple other analyses that will help describe FG's current situation:

- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). Strengths and Weaknesses are internal factors that can help or hinder the organization's success, while Opportunities and Threats are external factors. Strat Comm plans to conduct a SWOT analysis for the FG organization as a whole in the near future.
- Environmental scan. This is a look at other organizations doing similar work. Several FG staff recently visited organizations like NextStep in Eugene and InterConnection in Seattle to learn more about them. The staff prepared write-ups after the visits that will feed into our situation analysis. We'll post them on our new Strategic Planning wiki page.

So what's that about a new Strategic Planning wiki page? We want to start sharing the information we're collecting and the analysis we're preparing with you. We'll share a link to the page as soon as it's ready.

You'll be able find the following on the wiki page:

- Overview of strategic planning process
- Strat Comm work products
- Summary of comments and questions received
- List of Strat Comm members
- Archive of Strat Comm Bulletins

Strat Comm includes two members each from the Volunteers, the Bargaining Unit, Collective Management, and the Board:

- Mary Meier, Volunteer
- Michael Kelly, Volunteer
- Ashley Sue Masoomian, Bargaining Unit
- John Ashcraft, Bargaining Unit
- Richard Seymour, Collective Management
- Cynthia Prevatte, Collective Management
- Dina Dickerson, Board
- Mark Ralston, Board, Chairperson

If you have any questions or comments, please contact one of your Strat Comm representatives.

Sincerely,
Your Strategic Planning Committee