

Strat Comm Bulletin 12/12/12

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Wed, Dec 12, 2012 at 8:29 AM

Strat Comm held its first meeting on November 28, 2012. The meeting started with an overview of the strategic planning process and a review of past Free Geek strategic planning efforts.

Some of the basic elements that would be defined as part of a strategic planning process include:

- * Mission (purpose of organization)
- * Vision (what we would like to be doing a few years out)
- * Values (how we want to operate)
- * Analysis of situation (e.g., SWOT analysis -- Strengths, Weaknesses, Opportunities, Threats)
- * Goals (specific, measurable, acceptable)
- * Objectives (how we'll achieve goals – who, what, where, when, how)
- * Evaluation (monitoring progress toward goals)

There was discussion about what to start on and how best to support the near-term work of Paul Lipscomb, the NAO consultant working on the new management structure for Free Geek. It was agreed that we should start with an analysis of Free Geek's current situation. It was felt that this analysis would help lay the groundwork for subsequent strategic planning steps, e.g., refining Free Geek's mission, vision, and values. Richard offered to pull together a summary of the cost vs. impact of Free Geek programs as well as a first cut at a SWOT analysis.

Strat Comm will include two members each from the Board, Collective Management, the Bargaining Unit, and Volunteers. The members at this point include:

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

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

Upcoming Strat Comm meetings are planned for December 20, 2012, and January 3, 2013.

Sincerely,
Your Strategic Planning Committee