

## STRATEGIC PLANNING COMMITTEE MEETING REPORT 6/14/2014

The strategic Planning Committee Met on Saturday, June 14, 2014 in Albuquerque, New Mexico at the Hotel Albuquerque in Old Town.

A committee meeting was held in conjunction with the International Conference and the International Post Conference Board Meeting.

The Strategic Planning Committee is responsible for developing and recommending ideas to the Executive Committee and the Member of this Association.

President Elect, Rhonda McKinney, attended the meeting and requested the committee to focus on 4-6 items, and to change the meeting focus in October.

The members in attendance came up with the following projects per President Elect Rhonda's request.

All Members in attendance will be working on their assignments and will be reporting on their respective responsibilities, give updates and report at the October Strategic Planning Meeting

Foundation Donor List – Marylyn, Betty, Rosalie to develop a list of possible Donors, requirements and procedures.

Bylaws – (processes/ procedures) what hinders members because of the time restraints. Open discussion at the October Meeting

Internship Program – Sharon to research the possibility of a program. She is to find out any requirements and procedures.

Finances – Adjustments, cut costs, increase income. Pat Evans to research the possibility of rent from a Non- Profit Association from a local business . Look at other ways to increase revenues.

Telephone Costs - Jean Jervis is to review all telephone contracts for cost cutting measures.

Website – Need to recognize the origin for the hits on the website ,solicit for membership, provide activities of associations, and request donations. Debra to work with Cindy on the how to's.

Non Profit Agencies – Debra to contact individuals in non-profits associations and request the procedures on getting donations.

Brochures–for donations requests. Mary Nebeker and Nona Ellzey to collect and present brochures from associations that are presented for donations requests.

Website- Develop an ASK US or Chat Room area for credit questions, industry questions, etc. Members or Officers would respond to their questions within 24-48 hours.

Online marketing of high school and college students. What do they want and need from our industry. Connie is to Research and provide a report.

Develop an ongoing alternative for attending any CPI meeting . This could be by Skype, go to meeting or any alternative.

The next meeting of Strategic Planning Committee will be held at the Drury Inn-Airport in St. Louis, Mo. On October 10, 2014 and will be followed by the Foundation Meeting and Executive Committee Meeting On October 11, 2014. Check the Website for the details on the meetings, reservations and costs. Meetings will conclude on Saturday afternoon.

Members will be able to attend the meetings in person or by Skype.

RSVP is needed from all members as to their attendance( in person or by Skype) is need prior to September 5, 2014 in an effort to provide the correct meeting rooms and/ or the technology for the meeting.

Barbara J. Chapin, CCCE/MPCE

Chairman Strategic Planning Committee and

Committee members in attendance with responsibilities: Debra Tyler Connie Hamilton, Betty Thorman, Marylyn Tack. Rosalie Aguado, Sharon DeShazer ,Mary Nebeker, and Nona Ellzey.