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Integrate the Strategic Plan in the Board's Agenda

I am often asked *how* to maintain the board's attention on the strategic plan. "After the retreat things return to business as usual and the plan collects dust."

Agenda Construction

The strategic plan is developed by and is the purview of the leadership. Integrating elements of the plan into the board agenda is a natural progression following the retreat.

Start by including the mission statement at the bottom of the agenda. The mission (reason for existence) should frame nearly every discussion in the board room.

Next, add the plan's goals to the agenda. Most organizations have 3 to 7 goals or areas of focus.

Finally, align committee reports with the goals. Reports are usually recommendations and should serve to advance the goals.

After taking action related to the goals, unfinished and new business will be listed last.

If the agenda has a myriad of reports by officers, staff and committees, bundle the non-action items into a consent agenda¹, providing information to directors in advance of the meeting.

The strategy-driven agenda will tie the board's work directly to the strategic plan.

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Note: Bob Harris, CAE, provides governance and management best practices at www.nonprofitcenter.com

Integrating the Strategic Plan Mission and Goals on the Board's meeting agenda. Bob Harris bob@rchcae.com

Board Agenda

Welcome, Agenda Review, Conflicts of Interest, Antitrust
Approval of Minutes
Acceptance of Financial Report
Consent Agenda¹

<u>Goals</u>	<u>Reports and Recommendations</u>
Education and Training	<ul style="list-style-type: none">• Education Committee• Conference Planning Committee• Webinars Task Force
Advocacy and Gov't Relations	<ul style="list-style-type: none">• Government Relations• PAC
Public Awareness and Marketing	<ul style="list-style-type: none">• Public Outreach Task Force• Public Relations• Website Update Task Force
Association Excellence-Infrastructure	<ul style="list-style-type: none">• Executive Director Report• Bylaws• Nominations• Finance

Unfinished Business
New Business
Adjournment

MISSION
"....to advance and protect the profession and consumers through education, advocacy and public awareness....."

¹ Reports are distributed 10 days in advance for Director review.

¹ A consent agenda is a component of the board agenda that groups routine items and reports under one umbrella. Normally reports are included that do not call for action or consideration. Distribution or availability is a week or so in advance of the meeting.