

WJFF Strategic Planning Work Group Meeting Minutes

October 21, 2020 at 6:00pm ZOOM virtual meeting online

Members Present: Clay Smith, Duncan Cooper, Mike Williams, Sally Stuart, Thane Peterson

Members Absent: None

Staff Present: None

Members of the public present who identified themselves: none

Clay Smith called the meeting to order at 6:00pm.

1. Opening
 - a. The meeting was called to order at 6:00pm
 - b. We had an introductory check-in and approved the draft agenda
2. Review next steps from last meeting and learnings
 - a. In the Communications Training there had been much discussion of what we mean by “community” at WJFF, and what our “community” is. The Strategic Planning Work Group had decided to begin exploring this question through a written survey. Upon further consideration, we agreed it would be better to have the discussion in person as part of the next Strategic Planning Process, so it was put on hold.
3. Plan for moving forward
 - a. The Work Group decided to propose to the board and staff that we create a WJFF Work Plan for 2021. This would include all the major work of the station, including the work of each committee, the staff, and CAB. We agreed to use the work plan format we had reviewed several times, and that Dan had begun using before his departure. The group decided to start soon, and finish the plan by the end of January. We will assess our progress on the plan at the end of each quarter. The plan should be based on the key priorities identified in the Spring, our assessment of the last Strategic Plan, and the priorities identified by Committees, Staff, the CAB. Specific goals would be developed, and each would have a point person who is accountable for ensuring it is completed. Clay will send an email to the board describing the proposal before the Board meeting
 - b. We propose to launch the Strategic Planning Process for 2022-2027 in February 2021. We will expand the Strategic Work Group by inviting representatives from each Board Committee, from the staff, the CAB, and volunteers. We seek to have a diverse and representative Strategic Planning Work Group, and to get substantive input from the board, staff, volunteers, and broader community. We ask each Board Committee to begin discussions around who should represent them on the Strategic Planning Work Group. We will map out the Strategic Planning process in our next meeting, share it with the board at its December meeting, and recruit new members by the new year.

- c. For both processes, we should do some scenario planning around what we need to do if the pandemic continues to grow or abates.
- 4. Review of next steps
 - a. Clay will send email to the board with the proposal, and will provide some guiding questions, instructions, and frameworks (e.g. PRIMO goals) in advance of the November board meeting
 - b. In our next meeting we will sketch out the Strategic Planning process
- 5. Meeting adjourned at 7:00 pm