

DEVELOPING THE ASSOCIATION STRATEGIC PLAN

Steps in Developing the Association Strategic Plan

There are several steps in developing a plan. The plan must be developed by a cross section of people from the Association, including the President, officers, committee chairs and board members. All elements of the Association must be represented.

Preparation

- Set a date and site for the planning meeting. Preferably the site should be in a business-like setting, which allows for privacy and the availability of dining facilities.
- Invite about 50 people to participate, hoping that 25-30 will accept. Write a personal letter inviting the participants, sent by the Association President, with an R.S.V.P. Persons who accept the invitation to participate should be sent a second letter stressing the importance of the meeting and thanking them for accepting the invitation. Enclose a copy of your Association Bylaws, without comment.
- Select a facilitator who is skilled at drawing participants “out.” It is beneficial if the facilitator is from outside the Association and has a background in track & field.
- Have meeting room set up conference style with a flip chart at the open end. Don’t forget indelible markers and masking tape.

Planning Session

- Introduce the facilitator, who will usually have some type of introductory activities, icebreakers, for participants to take part in.
- Brainstorming session including defining Association’s mission, membership and programs, establishing the Association’s strengths and weaknesses, and setting six to ten priorities

Follow Up

- Select a committee of five to refine and develop details of the plans.
- Mail proposed plan to Association members for review and discussion at general meeting.
- Incorporate suggestions from general meeting.
- Adopt the plan
- Assign items in the plan to committees to develop operating plans.
- Review plan quarterly
- Update the plan yearly

This entire process is an ongoing one. Constant revision must take place.