CEFPI Southeast Region

Strategic Planning

September 2011

Focus Groups Update – Sept 2012
• **September 2011** – Regional leaders met for two days prior to the World Conference in Nashville, TN to develop goals, objectives, and strategies that would take the southeast region to the next level

• **Fall 2011** – A survey was sent to membership to identify priority objectives and potential focus group members

• **Winter 2012** – Survey results were reviewed by the regional board and five Focus Groups identified

• **March 2012** – Focus Group chairs are identified
#1 – What is the purpose of the region?

#2 – How can we work together better?

#3 – How do we address the new norms?
Objective:
• Recruit a diverse membership
  >>Diversity Outreach Focus Group

• Strategies:
  • University connection to establish student chapters
  • Encourage membership with urban school districts

Update:
• International has developed a committee with the same focus; Cynthia has been asked to be a member
• New strategies and goals are being developed.
Goal #2
Develop and maintain clarity of organizational structure, functional duties and continuity for the region and chapters

Objective (functional duties):
- Integrate and align duties, titles, and activities between the region and chapters
  >> Functional Duties Focus Group – Glenn Meeks, chair (2013-14 SE Regional President)

Strategies:
- Create uniform job descriptions
- Build consensus around new conference structure with chapters and regional board
- Proposed conference structure: joint regional and chapter conference that rotates among chapters
**Update:**

- New initiatives and parameters are being established so the Regional Conference would not compete for the same resources as the State Chapter conferences.
- Focus on State Chapters where the application of regional resources would benefit their continuing development efforts will be a priority.
- The Regional Conference will be a joint effort with the more developed State Chapters OR will focus on assisting the lesser developed State Chapters in generating awareness and excitement about CEFPI.
Objective (continuity):
• Insure a continuous flow of new leadership for both the region and the chapters and (also addresses Goal #1: Develop effective leaders)

>>Leadership Development Focus Group –

Strategies:
• Provide orientation and training
• Establish and support mentorships

Update:
• The regional conference and monthly meetings offer training opportunities for future leaders
Goal #2
Develop and maintain clarity of organizational structure, functional duties and continuity for the region and chapters

Objective (continuity):
Insure clear and consistent communications between international headquarters, the region, and chapters

>>Communications Focus Group –

Strategies:
• Monthly regional board conference calls
• Shared online calendar
• Set up a SE Region leader group on Member Connect
• Invite members to participate in conference calls and board meetings
• Make website more user friendly and informative
Goal #2
Develop and maintain clarity of organizational structure, functional duties and continuity for the region and chapters

Update:
• The monthly regional board conference calls have increased participation – can still do better
• International is developing an online calendar of all regional events – chapters to submit information
• International is setting up a SE Region leader group on Member Connect
• Members are welcomed to participate in conference calls and board meetings – little change
• International continues to make the website more user friendly and informative
A consideration:
The Communications Focus Group has generated the same issues as the Functional Focus Group: merge these two groups?

Functional: (slides 5 & 6)
Objective: Integrate and align duties, titles, and activities between the region and chapters

Communications: (slides 8 & 9)
Objective: Insure clear and consistent communications between international headquarters, the region, and chapters

Goal #2
Develop and maintain clarity of organizational structure, functional duties and continuity for the region and chapters
Objectives:

- Identify variables involved in a new norm for education, i.e. economy, instruction, technology, etc.

**New Norm Focus Group**

- Identify key stakeholder groups as conduits
- Define mechanisms to engage stakeholders
- Pursue funding and/or grants for educational delivery and collaboration
- Develop non-dues revenue
Goal #3
Become the catalyst for collaboration and change to define and proactively respond to new norms for education

Update

• Conducted a discussion panel at the 2012 regional conference, which was well attended
• Feedback from the regional panel discussion suggested collaboration with other same interest groups such as PTAs, AASA, NSBA, AIA, CSUSA (charter schools), etc.
• This focus group continues to identify variables occurring in the marketplace.
Goal #3
Become the catalyst for collaboration and change to define and proactively respond to new norms for education

Update (continue)

• Considerations include Community Use of Schools, Changing Requirements of Core Space, Innovative Collaboration for Silo Organizations, Assessing Benefits of Design Innovations (Technology); Business Teams (Project Team Building), Temporary Space (mobile, swing, alternate, recovery, etc...)

• Specific areas of interest continue to be developed that will provide valuable benefits to our public and private members

• Your feedback is welcomed as well!