

CEFPI Southeast Region

Strategic Planning

September 2011

Focus Groups Update – Sept 2012

Recap of the Strategic Planning Initiatives

- **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?

Goal #1

Support existing chapters and cultivate new and developing chapters

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

Goal #2

Develop and maintain clarity of organizational structure, functional duties and continuity for the region and 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

Goal #2

Develop and maintain clarity of organizational structure, functional duties and continuity for the region and chapters

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

Goal #2

Develop and maintain clarity of organizational structure, functional duties and continuity for the region and chapters

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 #3

Become the catalyst for collaboration and change to define and proactively respond to new norms for education

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!