



A4LE Southern Region- Oklahoma Chapter Strategic Planning Meeting

Date: 1-12-17

Location: Heartland Middle School, Edmond, Oklahoma

Time: 11AM

Attendees: Liz Rohrbacker
Sarah Gould
Sarah King
Gary Armbruster
John Hansen
Christina Hoehn
Shane Murray
Joe Irizarry
Tim McClure

A. Introductions

B. Chapter Vision

1. To be a source of lessons learned for education facilities
2. To be a source of trends- current and future
3. To be a source of information for delivery process & options
4. Active, stable membership of 60 members (double now)
5. Remain 1 chapter with OKC/Tulsa programs (equal programs)
6. Will serve: teachers, curriculum directors, A/E/C, consultants & suppliers, influencers in community, school administrators
7. Education community that knows A4LE & Its benefits
8. Maintains strong chapter network within A4LE Southern Region
9. Conference Host ready in 2025

C. SWOT Analysis-Brainstorming

1. Strengths

- Strong Programming Ideas
- Core Group of Dedicated Members
- Knowledge & Experience in Field
- Passion for Educational Knowledge
- Great Regional Presence and support
- Commitment to Lead change
- Some visibility in market
- Have a starting point

2. Weaknesses

- a. Board Capacity low
- b. Division of labor unequal

- c. Communication distribution list process
 - d. Lack of involvement from educational groups
 - e. Board vacancies
 - f. Lack of exposure
 - g. Lack of Labor
 - h. Inactive members
 - i. Lack of vision
 - j. Attendance not high
 - k. Incomplete/inaccurate member contact list
 - l. Accessibility/Availability of board members
 - m. Large geographic boundary
 - n. Lack of consistency of meetings
3. Opportunities
- a. Teaming with others
 - b. Industry information Clearinghouse
 - c. Great schools for tours
 - d. Sponsors In industry are untapped
 - e. Volume of school construction
 - f. Large geographic boundary
 - g. Communications/social media
 - h. Opportunity to network with various market threads
 - i. Southern region chapters best practices
 - j. Career Tech
 - k. Early Education
 - l. Private Schools
 - m. Southern Region Foundations
 - n. Online Seminars
4. Threats
- a. School funding
 - b. Millennials-communication preference
 - c. Design competitiveness

D. 2017 Priorities- By 3/31/17

- 1. Board Capacity- Fill and define roles so work is evenly distributed and covered
 - a. Governor
 - New chapter Development
 - Gary Armbruster
 - b. President
 - Vision & plan execution
 - Board Member response execution
 - Region Liaison & best practices
 - Chapter program host
 - Overall governances
 - John Hansen
 - c. Vice President/President Elect

- Public Communication- External/Region
 - Membership Relations
 - Sarah Gould
- d. Programs
- Coordinates chapter programs
 - Shane Murray
- e. Membership- removed
- f. Treasurer
- Chapter funds
 - Sponsorships
 - Sarah King
- g. Secretary/Communications
- Board meeting notes
 - Member/Prospect communications for programs
 - Liz Rohrbacker
- h. Past President
- Foundation board representative
 - Communicate foundation news to board & members
 - Christina Hoehn
- i. June decide new for 2018, September/October turn over
2. Communications Needs-
- a. Database of different groups: school districts in area, contractors, etc.
(Broader and more accurate distribution list)
- b. Current members, targeted schools, A/E/Cs, suppliers will have access to chapter program & services communication
- c. Action Plan
- 1) List Development
- | | | |
|---|-------|---------|
| • Secure current member list from A4LE | Liz | 1/31/17 |
| • Secure current list of prospects from Sarah | Liz | 1/31/17 |
| • Secure district contacts in excel | Board | 1/31/17 |
| • Secure AEC & supplier contacts in excel | Board | 1/31/17 |
- 2) Distribution Media
- | | | |
|---|-------|---------|
| • Update email distribution list | Liz | 2/28/17 |
| • Establish registration programs process | Liz | 2/28/17 |
| • Web presence- explore options | Sarah | 2/28/17 |
3. Personal goal for each position
4. Engage with foundation

E. Other Opportunities Discussed

1. Southern region mentors
2. Incentives to get people to come to events
3. Getting school members on the board
4. Members get in free, offer CEU credit, school administrators free

5. Non-members \$20-\$25
6. Sponsors for each event to cover cost of lunch
7. Yearly sponsors for scholarships (surplus)
8. Golf tournament, skeet shooting
9. Membership-
 - a. No position just explain at each meeting, table, info, etc.
10. Programs- at lunch, possibly every other month
 - a. School tours
 - b. Super Intendent panels
 - c. Upcoming legislation
 - d. School finance
 - e. A-F ratings
 - f. Deliver method panel- cm vs csp
 - g. Technical panels for best practices
 - h. Construction Cost
 - i. Storm Shelters
 - j. Mini regional conference- half day event
- F. Next meeting- February 21, phone conference
 1. John Hansen to set up