

# GMA SHRM Strategic Planning Retreat

**Date:** Friday, January, 9<sup>th</sup>, 2014

**Time:** 8:00 am. to 4:00 p.m.

**Location:** Lussier Family Heritage Center, 3101 Lake Farm Road (off South Towne Drive)

Time	Topic/Desired Outcome	Facilitator
8:00 a.m.	<b>Breakfast</b>	All
8:15	<b>Board Meeting</b> (see detailed agenda)	Jeff Russell
10:00	BREAK	All
10:15	<b>Welcome and Introductions of Guests</b>	Jeff Russell
10:20	<p><b>Strategic Plan Review:</b> A goal-by-goal review and discussion of the 2014-16 Strategic Plan</p> <ul style="list-style-type: none"> <li>• Where are we on this goal?</li> <li>• Are we still heading in the right direction?</li> <li>• Is the goal still relevant/needed?</li> <li>• What changes/modifications need to be made to the goal?</li> <li>• Is the timeline for implementation/fulfilment appropriate?</li> <li>• What are the key next steps for this goal?</li> </ul> <p><b><i>Are there new initiatives/goals that our chapter should consider integrating into our 2014-16 strategic plan?</i></b></p>	Goal Champions
12:00 Noon	<b>Lunch</b> (provided on site)	All
12:45 p.m.	<p><b>Exploring Key Strategic Priorities</b> – Small group breakout discussions into each of these core strategic priorities:</p> <ul style="list-style-type: none"> <li>• <b>Volunteer/Member Engagement</b> – Mike Johnson and Julie Kuprianczyk</li> <li>• <b>Our Race-to-Equity Initiative and Partnership with the Urban League</b> – Jeff Westra and Michele Thoren</li> <li>• <b>HR Business Partner Development Initiative</b> – Tammy Wacek</li> <li>• <b>Programming 2015 and Beyond</b> – Rethinking our value proposition to members – Karla King</li> <li>• <b>Communication and Marketing</b> – Refocusing our communication, marketing, and branding activities – Kate Karre</li> <li>• <b>Chapter Administration</b> – Managing GMA SHRM's multiple priorities, events, commitments, obligations, etc.</li> <li>• <b>Other?</b> [to be decided in the morning]</li> </ul>	Goal Champions
2:15	<b>Break</b>	All
2:30	<b>Reporting Out Strategic Priorities</b> – What's next for each of these core strategic areas for action?	All

4:00 p.m.	<b>End!</b> (and the beginning of 2015 actions!)	All
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