Dear 2016 ATD Detroit Strategic Plan Development Team,

This coming Saturday we have a great opportunity to recreate and refresh a strategic plan for 2016 and beyond. In preparation, I would like you to think about a couple of things. First and foremost center your thoughts on the chapter’s mission statement.

Our Mission Statement is***: “To promote the growth of workplace learning and performance by providing members with professional development opportunities, targeted services and relevant events that impact business goals.”***

During our meeting we will generate “Key Result Areas” (KRA’s) and overall “Goals” for each area as a team in collaborative brainstorming. Following that we will have individual breakout sessions assigned by area of responsibility to each KRA and Objective to develop goals that support and integrate and align with our Mission, KRA’s and objectives.

Your goal in breakout will be to develop 3 – 5 goals for the KRA and objective you are assigned that is focused for your role and responsibility. Please begin thinking about specific goals you think you can accomplish in 2016 that contribute to the overall success of the chapter short and long term. These should be “things that need to be done in 2016” in your role. We will sort through your thoughts as a group as you propose your goals after the KRAs and objectives or developed.

Our hope is to have a rough drafted plan by the end of the day that can be refined and approved before the end of the year and presented to the membership in January.

Looking forward to a great meeting and developing a great plan!

ATD Detroit 2016 Strategic Planning Meeting December 5th, 2015

**Agenda:**

8:30 – 9:00 Bagels and coffee

9:00 – 9:20 Team building

9:20 – 9:30 Review agenda and day’s objectives

9:30 – 10:15 Determining Key Result Areas

10:15 – 10:30 Break

10:30 – 12:00 Developing KRA Objectives

12:00 – 12:30 Lunch

12:30 – 1:30 Break out group goal development

1:30 – 2:30 Draft goals presented

2:30 – 3:00 Next steps and wrap up

Goal thought starters – From multiple board meeting, discussions and survey results.

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| Past President’s Council | Program average attendance |
| Number of workshops | Special interest groups |
| Mentoring expansion | Onboarding |
| Train the trainer program | Membership forum |
| National Committee membership | Collaboration with sister chapters, SHRM, ISPI |
| New marketing tools and media | New meeting venues |
| Implementing video | Networking events |
| NAC Call participation | Website expansion |
| Social media use | Sponsorship expansion |
| Partners - Vendors, universities, associations | CPLP expansion |
| Book club | Community involvement |
| # of Certificate programs  | Communications strategy |
| Training expo |  |
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Dear 2016 Team,

Happy new year to you all! Hoping each of you had a safe, warm and happy holiday with family and friends. I most certainly did. When in Europe, do as the Europeans they say. These British eat and drink way too much so I’m coming back to the states Monday to sober up before the meeting! Joy send her best as well to those who know her.

Attached is the final draft of the 2016+ strategic plan. It is critical for you to review it in its entirety to save board agenda time. If any board members have any questions or need any clarification, this will be the opportunity.

In our board meeting we will review the plan with several objectives. I will facilitate the process with Laura as support.

* We will project the plan for all to see and each owner will present their goals to the executive committee: Laura, Albina, Alan and Tomeka.
* Maximum of 15 minutes per owner. Keep in mind that this is not to review each goal, we have read it. It is to present them for Q&A. If any “tweaking” needs to be done it will be done live.
* Clarify any funding needed for a goal beyond the normal programming and event budget that may be required for Tomeka’s budget planning.
* Assign Leads and support as needed.
* Colorize status as needed. (All are grey right now as “not started”)
* The leadership team will present their goals as well. Please read the red goal on the leadership teams list. Laura would like the board’s overall opinion on this one.
* I will summarize next steps and use of the plan at future meeting.
* If we have a quorum (I hope) we will close the session then look for a voting Board member’s motion to accept the plan as presented. We will open the floor for any last discussion, questions or needed clarification then call for a vote.
* Once approved, the strategic plan will be forwarded to David Frankel and Deb Richards and we will post the goals alone on the website for members to see. It can also be discussed at the January member meeting if deemed appropriate.

Looking forward to seeing everyone on Tuesday!

Larry