 AGENDA

Strategic Board Meeting

August 11, 2016 | 9:00 a.m. | Hyatt Regency | Reston, VA

# Welcome and Opening Business Items (9:00 a.m. – 9:30 a.m.)

* Call to Order
* Review of guidelines for discussion
* Confidentiality reminders
* Approval of Agenda (and adoption of consent agenda) (action)

# Discussion of Mega Issue *(Volunteerism)* (9:30 a.m. – 11:30 a.m.)

* How can WXYZ encourage more volunteerism and create more opportunity for member engagement?

We will review the level 1 background paper prepared by Volunteerism task force and sent to all in advance of the meeting. The board will validate the findings to the strategic questions and brainstorm possible options and alternatives.

# Working Lunch (11:30 a.m. to 12:30 p.m.)

* Buffet luncheon will be served in the meeting room.

# Discussion of Mega Issue *(Legislative)* (12:30 p.m. – 1:30 p.m.)

* How can WXYZ capitalize on federal legislative issues/changes to benefit the association and provide assistance to members?

The board will review the level 2 background paper prepared by staff and sent out to all in advance of the meeting. Level 2 paper contains the advantages and disadvantages of the options and alternatives generated by the board at our last face to face meeting. It is anticipated that the board will deliberate and prepare a motion for further action. (action)

# Review and Adjustment of Strategy (1:30 p.m. – 3:00 p.m.)

* Evaluation of new education initiative launched at Spring Caucus – based on performance criteria established in advance of the launch, the board will need to determine whether to proceed as planned, invest additional funds or abandon the project.
* Results of strategic program assessment for WXYZ certificate program are ready for board dialogue and deliberation (report sent in advance). The program rated as follows: Low Program Attractiveness, Strong Competitive Position, and High Alternative Coverage with a generic strategy of: Build Up the Best Competitor which in this case is our sister association, ABCD.

# Policy Determination (3:00 p.m. – 4:15 p.m.)

* CMAC Board Committee Report (for discussion)
* Legislative Agenda for 2016-2017 (action)
* FY16 Audit (action)
* Consideration of change in retirement plan for WXYZ employees

# Routine Board Business (4:15 p.m. – 4:45 p.m.)

* Consent agenda (action)
  + February 20, 2016 Executive Committee Meeting Minutes
  + February 20, 2016 Board of Directors Meeting Minutes
  + Committee Leader changes
  + 2016 Elections Manual
* Announcements (President, Executive Director)
* Evaluation of Board Meeting
* Adjournment