

Strategic Planning Committee

Online Meeting

Virtual Meeting: February 27-March 3, 2017

Voting conducted on Google Forms asynchronously: March 4-March 6, 2017

Strategic Planning Committee Mission

The goals and objectives of the Strategic Planning Committee are to review and revise the strategic plan and to set the direction of NAAE covering the profession, its mission, and the organization.

[Please watch this video that explains the February-March Online Meeting Directions](#)

Directions for the online meeting: Please watch this informational video that explains the process and rationale for the online meeting of the Strategic Planning Committee.

Please discuss any of the following items below and reference your name. For meeting purposes we need a committee member to make and second each motion, prior to voting for it so please add your name to making a motion or seconding it. If you have questions please feel free to leave a comment, email me (jolliff@ridgemont.k12.oh.us) or text me directly at 740.225.3955.

Please review all pages of the meeting and check back in on other's comments prior to voting.

Thanks so much for your leadership in NAAE!

Your time, thoughts, and energy are deeply appreciated!

Agenda:

- I. Call to Order - Stephanie Jolliff at 3 pm on *February 27*
 - A follow up email on *March 4* at 8 am will remind members to review discussions that have occurred during the online meeting.
 - A Google Form to vote will be mailed out on *March 4* open until *March 6*. A follow up email will be sent on *March 5 and March 6*, in the mornings, to remind you to vote by midnight on March 6.

- II. Committee Roll Call: (please add your name here for attendance purposes)
 - Region I: Aaron Albisu, Robert Yates, Courtney Castle, Charmi Pommerening
 - Region II: Brittney Wright, Emily Sewell, Heidi Richard
 - Region III: Kristin Witte
 - Region IV: Stephanie Jolliff
 - Region V:
 - Region VI: Herb Hoffeditz, Danielle Jeffries, Ayla Miller, Carol Wright
 - Ex Official members: Nick Nelson

- III. Review Minutes from Strategic Planning Committee NAAE Meeting at Convention
 - [NAAE Convention Strategic Planning Committee Minutes](#)

IV. Unfinished Business:

1. ***Review Progress Monitoring in NAAE Strategic Planning document:***

<https://communities.naae.org/docs/DOC-19847-naae-strategic-plan-approved-9-1-1-13-working-document>

- Strategy: Review the system of tracking for tasks that are not started, in progress, and completed.
- Action: We added a color-coded system for the strategic planning sheet that creates a live document where task's colors changes based upon action. Review document and provide feedback on STARTED, IN PROGRESS, and COMPLETED ITEMS.
- **What questions do you have about the process:**
 - Confirm this is an annual process.
 - Prior to the July Executive Board Meeting, all Regional VPs should review the Strategic Plan and continue to color code strategic items

2. ***Review the NAAE Strategic Plan, look at the items in Yellow (Actions not started) -***

<https://communities.naae.org/docs/DOC-19847-naae-strategic-plan-approved-9-1-1-13-working-document>

- ***What are three of the yellow action items that you believe need to be started (we will have more than three listed here, just list your top 3 and potential ideas for solutions).***
- **List your responses here:**
 - 1.A.1.c - Develop as set of messages related to the potential for students to earn college credit while enrolled in high school agriculture courses. (Stephanie Jolliff)
 - **1.A.1 all of them are these messages going to be utilized by social media? If so could they be created and marketed during National FFA week?**
 - 2.B.1-Increase recruitment efforts to reach traditional, non-traditional and diverse audiences to enter the profession.
 - 5.A.1-Collaborate with AAAE
 - 1.B.4 - Provide advocacy tools and resources for members to use at the local, state, regional and national levels.
 - **Ayla Miller- 4. A, 4. B, and 5. D**

- ***What has been done at the local or state level that can assist NAAE at the national level***
- **List your responses here:**
 - 1.A.1.c - Ohio is offering CTAG & College Credit Plus courses at the high school ag classroom - https://www.ohiohighered.org/sites/ohiohighered.org/files/uploads/transfer/CT2/Agribusiness_CTAG_9-19-16_Final.pdf
 - **1.A.1 C-** In Nebraska community colleges work with high school teachers to offer dual credit classes which is kept track of by the state.
 - Program of Study workshops (delivery based on dual credit classes) presented by Community Colleges to Ag Teachers at the State Ag Teacher Conference
 - 1.B.4 - Workshops and resources have been developed at various levels to produce effective ways to advocate for specific areas (members, schools, students, etc...) It would be beneficial to create a common “space” for these tools to be further developed and then utilized

3. *Implement a Communication Plan that occurs after the MOU Submission process:*

- Strategy: Strategic Planning Committee needs to design a communication plan that follows the MOU Submission by committee members.
- Approach: Add procedure for process that follows the Committee Member MOU turning in their MOU.
 - [View in current MOU forms](#)
- **Add steps that need to occur in the communication plan here:**
 - Member has submitted their plan

(Add your thoughts here as what should happen next)

 - Email confirmation to the member that their info has been received
 - Make them easier to find/in the same folder on COP, this has been improved but could be better.
 - Make it easier to find written descriptions of committees and the specific duties that will be required of members for each committee
 - Committee votes to confirm the list of members.

V. New Business

- Elect New Committee Leadership - [Add your nominations below.](#)
 - President
 - [Stephanie Jolliff, Ohio](#)
 - Stephanie was elected in virtual voting
 - Secretary
 - [Robert Yates, Montana](#)
 - Robert was elected in virtual voting
- Elect Member Candidates
 - Stephanie Jolliff moved and Robert Yates seconded that we approve the following committee members:
 - [Member Info-Resumes](#)
 - [Charmi Pommerening--Region 1](#) 16-19
 - [Courtney Castle--Region 1](#) 17-20
 - [Brittney Wright--Region 2](#) 15-18
 - [Heidi Richard--Region 2](#) 16-19
 - [Emily Sewell--Region 2](#) 17-20
 - [Christa Williamson--Region 3](#) 16-19
 - [Jeremy Glaspie--Region 4](#) 17-20
 - [Nick Nordwald--Region 4](#) 16-19
 - [Ruby McCracken--Region 5](#) 16-19
 - [Herbert Hoffeditz--Region 6](#) 16-19
 - [Danielle Jeffries--Region 6](#) 17-20
 - All candidates were confirmed in virtual voting.

VI. Adjourn