

MSHA Governance Committee Meeting
6/8/2020

Meeting called to order @ 7:15

Present:

Glenn Paul
Jeff McCormick (new member)
Steve Laufman

The order of business was to introduce Jeff into the workings of the governance committee and to look into strategic planning for MSHA.

We looked at this roadmap for developing a strategic plan:

- Gather inputs. Strengths, weaknesses, opportunities and threats (survey) (intended to give a broad perspective of where we stand today. current membership and team statistics should be available)
 - external (park and rec board, city leaders, other associations, non-member families, business leaders) (optional)
 - internal (parents, alumni, coaches, players, committee members) (optional)
 - board (small group activity)
- Where do we want to be in 3-5 years?
 - conduct an analysis - Mission, Objectives, Strategy and Tactics (<http://www.free-management-ebooks.com/news/most-analysis-mission-objective-s-strategy-tactics/>).
 - Identify objectives (small group activity with entire board)
 - Develop a strategy to achieve objectives (things we are going to do -"backwards mapping")
 - Develop tactics for each strategy (the individual steps involved with implementing the strategy).
- Where are we today in relation to those goals? Are we headed in the right direction?
- Identify Obstacles.
- How will we measure progress and know when we reach our goal? Identify key results.
 - Be precise and specific. if we cannot measure progress, we cannot rally people toward the goal.
- Develop a strategy to overcome obstacles.
- Commit the plan to policy.
- Write a narrative that can be used to summarize the various moving parts in your plan.
 - Communicate plan to stakeholders
- Periodically review tactics and strategy for effectiveness.

It was felt that it is important that the whole board be involved in the process and it was thought that maybe two nights of small group activities with a facilitator would be all that is required of the full board.

It was generally agreed that this would be workable but there was concern expressed in the development of the questionnaire and written plan in a timely manner. It was felt that as part time volunteers, it may not be realistic to expect this to be developed by us. In addition, when presenting a plan to our membership, it was felt that it would provide a higher level of credibility if the plan was formed using an outside facilitator. It also removes the possibility of our own ideas unduly influencing the direction of the plan.

So, the consensus is to recommend that the board consider hiring an outside expert to help us develop a strategic plan. If an outside expert may not be used, we present this roadmap and request a search within our membership for people who may staff a committee to help develop and gather inputs, and to help facilitate the small group activities.

Attached is a list of some potential experts for strategic planning.

Sharon L. Chontos (CASA used a few years ago at a cost of \$3000).
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