**Strategic Planning Next Steps**

**What is good strategic planning?**

**It forces choices (we can’t be all things to all people), it focuses effort (keeps us from spreading ourselves too thin), it balances continuity and change (we don’t need to change everything), it integrates the organization, and most importantly it translates ideas into action.**

With the five priority areas in place, please review the following as next steps for implementation:

1. Align each of the five priority actions with current board member position descriptions.

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| **Key Priority** | **Board Position Alignment** |
| Educating Master Gardeners to respond more effectively and more comfortably to garden inquiries from the public | Program Director |
| Identifying what the public wants/needs from Master Gardeners and increasing public awareness of what MGs have to offer | Publicity Director/President |
| Increasing intern/veteran MG engagement with the organization | Chapter Relations Director |
| Supporting OSU Program activities and initiatives | President/Vice President |
| Exploring fundraising activities of interest to WCMGA members and the public and that raise sufficient revenue to maintain an effective organization | Fundraising Director |

1. Identify a single person responsible for leading the implementation of each of the five key priorities and shepherding it through to completion. Note, this may or may not be the Board Position aligned with the priority area. Implementation work may include collaborating with and including OSU Program staff in implementation.
2. Identify which action items should be implemented by WCMGA board, which are more appropriate to be addressed by Program staff in collaboration with Chapter boards.
3. Develop action plans for completion, includes committee assignments, dates, milestones, responsible parties, and expected results. (e.g., goals are SMART =specific, measurable, attainable, results-oriented, time-specific)
4. Identify resource needs of each priority for input to 2019 budgeting process.
5. Develop communication plan for sharing Strategic Plan with all chapter members (email, live presentations, handouts)
6. Include Strategic Plan Progress Check as part of EVERY board meeting to ensure implementation plans stay on track. And create “report out” on progress to all WCMGA members at least once a quarter (email, in person presentation).