

## Report of the Strategic Plan Committee

Meeting date November 3, 2023

### Recommendations to the Board

The committee recommends the following to describe and explain what a Strategic Plan is:

A Strategic plan is a tool that provides guidance in fulfilling a mission with maximum efficiency and impact. If it is to be effective and useful, it should articulate specific goals and describe the action steps and resources needed to accomplish them. As a rule, most strategic plans should be reviewed and revamped every three to five years.

The planning process offers a nonprofit's decision makers (membership) an opportunity to step back and look at the organization as a whole. It is a time to connect the dots between mission and programs, to specify the resources that will be required to deliver those programs, and to establish performance measures that allow everyone to understand whether the desired results are achieved.

A successful plan is, by definition, a usable plan – one that informs the organization's activities as well as its long-range view, and one that yields meaningful improvements in effectiveness, capacity and relevance. \*

\*Modified from Guidelines and Principles.org

AFTER considerable discussion regarding the future of plant sales and their magnitude, the greenhouses and their ongoing maintenance, the programs and their financial needs, and the volunteers and the retention thereof; the consensus of the committee was that a strategic plan would benefit the Foundation and the Program to help define and realize our goals in the long term. A plan would also help us define obstacles and potential obstacles we may encounter and the resources available to overcome those challenges. Because the Foundation members are also Master Gardeners in the Program, it was determined it would be most difficult to separate those goals from one another.

The committee reports to the board with the recommendation that we have a need and should pursue a strategic plan and that plan needs to address both the Foundation and the Program.

THE committee has been made aware of three different proposals for individuals qualified to facilitate the development of a strategic plan for our organization. One of those proposals is from an individual who has offered to volunteer his services "for the

betterment of our community". He sees it as a great chance to make new friends and contribute to our great work as an organization. The committee reports to the board with the recommendation that we accept the offer of service from this individual.

These recommendations come with the unanimous consent of the committee.

Respectfully submitted,

Richard Russell, Chairman