Spring Executive Committee Meeting  
May 3rd, 2012, via Conference Call

**Topic:** Strategic Plan Evaluation

**Background:** At the 2012 Midwinter Meeting, the Executive Committee discussed possible approaches to measuring the success of activities implemented as part of the new strategic plan. The group determined that the Strategic Planning Committee should explore the issue and come up with some recommendations for the Executive Committee. Sarah Flowers and Beth Yoke had a conference call with Priscille Dando, the Strategic Planning Chair, in the spring. A report from her is provided below.

**Action Required:** Discussion

An online search revealed that little practical advice is out there regarding how to evaluate a strategic plan. Listed below are what I thought were the most salient points, and I am seeking input from the Executive Committee regarding ideas for a specific direction to go in.

The overall goal of the process would be to determine how well the plan has been implemented (including, who, what, when, where, and how activities were accomplished). Based on my research, one option is for the Strategic Planning Committee to be in charge of gathering information to help the Board with an evaluation process. The SP Committee could compile information from chairs, quarterly reports, board documents, and the Action Plan to determine the progress on objectives and provide a profile of challenges and successes.

One question to answer is who should conduct the actual evaluation? Is it desirable to have the Strategic Planning Committee do the evaluative piece as well, or should another group or individual should handle that?

The process will likely include two phases: ongoing monitoring to determine trends regarding the progress (or lack thereof) toward goals, including which goals and objectives are on and off track, as well as any actions or adjustments that may be needed. A second phase would consist of a final evaluation after the plan is finished to determine overall success and impact.

One logistical matter to keep in mind is that chairs turn over after both Annual and Midwinter, so information gathering from them may need to start as early as this June.

**Evaluation procedure should include**
- Who will be responsible for reporting, gathering, and evaluating data?
- How will data be collected? [Simple Google form completed by chairs? PD]
What data needs to be collected? [What do we need to know outside of quarterly reports and Action Plan?]
- A timeline for completion--make sure there is enough time
- Quantitative and qualitative measurements.

The ongoing monitoring effort should include
- Are the activities being implemented as planned? Why or why not? What is facilitating or impeding implementation? [Did all activities fit within the plan objectives?]
- What do the results indicate as to how to improve?
- Is there a need to change the plan?

The final evaluative report should focus on
- What did we do (i.e. performance)?
- How well did we do (i.e. quality)?
- Did it matter (i.e. impact)?

Additional Resources