

Strategic Planning Committee

Jenni Benson, Lincoln; Paul Schulte, Millard; Co-Chairs

Over the past year, the NSEA membership has participated in a Strategic Planning process to identify the critical issues and needs to make sure the Association continues to grow and strives to respond to an ever-changing membership.

The NSEA's current Strategic Plan was approved in 1994 and amended in 2008. There was little data to indicate the effectiveness of the current plan, and action plans weren't implemented. The NSEA Board led by NSEA President Nancy Fulton agreed it was time to update the Strategic Plan.

A committee of the Board was formed to oversee the process with Jenni Benson, NSEA vice president, and Paul Schulte, NSEA board member, selected to co-chair the committee with guidance from NSEA Executive Director Craig Christiansen. Strategic Planning is an organization's process of envisioning a desired future by setting priorities, focusing the energy and resources of the organization, strengthening operations, ensuring that governance and staff are working towards common goals, establishing agreement around intended outcomes/results, and adjusting the organization's direction in response to a changing environment.

The goal of the committee is to gather information, desegregate the data, and form action plans for a new Strategic Plan. The committee is seeking a comprehensive understanding of opportunities and challenges facing NSEA. The committee believes in a fully inclusive approach that includes members, staff, governance, and other key stakeholders. A timeline was established to gather information, interpret the data, and develop action plans to accomplish the goals of the Strategic Plan. The Board approved the full plan in January 2017 and it is now being presented to the 2017 Delegate Assembly for final approval.

Strengths, Weaknesses, Opportunities, Threats (SWOT) Analyses have been completed with stakeholder groups throughout the state. The SWOT process asks members what they believe NSEA's strengths, weaknesses, opportunities and threats may be. Major themes have been identified and the committee is now correlating the data into priority focuses.

The committee has also utilized surveys to gather feedback from NSEA membership. Surveys allow a wider group of members to provide input. Specific groups have been surveyed and an all member survey will be distributed as well.

The Board of Directors have participated in several activities and input sessions designed to gather information as well as determine the critical issues that may be needed to addressed through the proposed plan.

The Strategic Planning Committee chose to maintain the opening statement, mission, vision, and core values that were adopted by the 2008 Delegate Assembly. The committee developed a theory of change, which is a comprehensive description and illustration of how and why a desired change is expected to happen within an

organization. The committee then developed four goals along with accompanying outcomes under each. The Governance Review Task Force also asked the Strategic Planning Committee to consider adding a fifth goal around governance, which was included.

The final Strategic Plan has been included with this report for approval by the 2017 NSEA Delegate Assembly. Upon approval, the NSEA Board of Directors will work with NSEA staff and membership across the state to activate the Strategic Plan. The Strategic Plan will include multiple action plans for the Association with specific goals and ongoing data collection to measure the achievement and success of the Strategic Plan under the five goals. The Strategic Planning Committee would like to thank everyone involved in our process and for your part in developing the future vision of the NSEA.