

# Strategic Planning Notes

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2009



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# PLANNING NOTES

## APSE BOARD MEETING

June 29, 2009  
Hyatt, Milwaukee

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### *Overview*

The APSE board convened on June 29, from 10AM – 1PM, to engage in a strategic planning “check in” process. The purpose of the session was to review the organizational goals and action plans that were developed in January, and to discuss progress to date and next steps. Olivia Marshall facilitated the brief session.

### *Mission Statement Review*

APSE leads the advancement of equitable employment for people with disabilities.

### *Vision Statement Review*

**In 2012, APSE is leading the nation in establishing employment as the first and preferred outcome for all working-age adults.**

APSE is accomplishing this by:

- Advancing a Global Employment First Initiative.
- Establishing and impacting federal and state policy (establishing a definition of employment and securing and converting funding to support employment).
- Increasing the number of people with disabilities who are employed.
- Providing leadership, direction, resources, and assistance to its constituency.
- Expanding collaboration and partnerships with the broader community.
- Promoting strength-based hiring and management practices within the business community.
- Strengthening the infrastructure to 50 state representation, fully staffed offices, and a healthy membership and financial base.
- Building a diverse and well-connected national and foundation board that practices exemplary governance.
- Using the latest tools to connect with constituents and build the community.
- Developing, expanding, and diversifying new leaders.
- Utilizing the power inherent in our grassroots membership through collaboration with the Delegates Council and state leaders.
- Partnering with the Foundation to develop meaningful opportunities to attract and engage donors, sponsors, corporations, and entities that align with our values.

## Goal Planning Review

### GOAL PLANNING REVIEW

- 1) Secure a major grant by the Foundation Board.
- 2) Create a comprehensive public policy strategy.
- 3) Conference Redesign.

(\*Employment First, a communication plan and technology are overarching themes that will be incorporated into each of these goals.)

## Parking Lot and Wish List Items

### WISH LIST ITEMS AND PARKING LOT

These “wish list” and “parking lot” items were developed at the January retreat with the idea and hope that they could be explored again at the Annual Conference in June. These are important items we do not want to lose track of but didn’t have time to cover during the initial retreat.

*Please review these items and, if appropriate, consider working them into your current action plans.*

- Review board members’ roles / orientation for each new member
- Define Network and Foundation board roles, responsibilities and interaction
- Committees to utilize / get trained on Google Documents and other online/technology tools to help function effectively and efficiently
- Monthly communication to delegates
- Study list serves (i.e. Constant Contact) and determine which one to use
- Develop a sponsorship policy
- Look into the possibility of a blog
- Recruit board members (focusing on diversity)
- Provide defined committee meeting schedules
- Newsletter
  - Ask on new member application whether people prefer a mail or email version
  - Be able to call on people to write articles
- Every board member (100% participation) contacts state and federal legislators and leaders to introduce themselves; make this expectation clear
  - Board members get training on this during orientation
- Increase membership – focus!
- National leadership, i.e. “APSE Society”
- How to communicate this

## Goal Planning – Group Review

*The group spent a majority of the session updating action plans and determining next steps. The session then concluded with a working lunch where each team shared progress made to date on their goal and plans for next steps. Each group was asked to provide a brief update on changes or additions to the action plan, as well as answer the questions: What has been accomplished, and what are you most excited about? That discussion is summarized below.*

## **GOAL 1: Secure a major grant by the Foundation Board.**

### **1) What's been accomplished?**

- We changed the goal verbiage to read, "Secure a major grant by the Foundation Board" in order to make it less confusing for everyone.
- We've accomplished a lot more than we'd thought.
- We have had many discussions about the grant, have looked at many opportunities that exist, and have created a mechanism to communicate the information.

### **2) Brief overview: changes, additions, timeframes, etc.**

- We decided to set up a joint financial committee and made a motion to present this to the board.
- We looked at a decision-making process / vetting process: when we do find grants, how do we decide which ones to go after?
- We'll investigate the use of Google Documents and other tools to allow other people full access to see the grant opportunities we're pursuing.
- We are exploring grant capacity – including foundation and federal grants, looking to be a conduit to other funding sources. We look at this as an ongoing activity.

### **3) What are you most excited about?**

- Developing a blueprint for accomplishing this all and moving forward.

## **GOAL 2: Create a comprehensive public policy strategy.**

### **1) What's been accomplished?**

- We decided to change the goal to read, "Create a comprehensive public policy strategy."
- We have not been able to hire a part-time lobbyist due to funding, although we have identified two really strong potential candidates. It's still a work in progress.
- We still need a comprehensive strategy: What's our message? Who are we trying to connect with? How will we deploy this consistently?

- We've done a reasonably good job of aligning with some other groups. We still need to determine how to connect with the decision-makers on Capital Hill and probably need a better APSE infrastructure to support this.

**2) Brief overview: changes, additions, timeframes, etc.**

- We need to further flush out changes and additions to our action plan.

**3) What are you most excited about?**

- Laura has been very involved in collaborating with other organizations to develop a substantial document.
- There are some really exciting things happening in employment right now. We want to make sure we're at the table.

**GOAL 3: Conference Redesign**

**1) What's been accomplished?**

- We're going to use a conversation methodology to move forward (which is a very non-linear way of helping people to become leaders). We don't want this to be an argument model, but a way to have open conversations.
- We are going to ask everyone at the conference to attend a conversation session. They will leave with a toolkit on how to take this conversation back to their area. (Will hand out an invitation to everyone attending the convention to attend a conversation).
- After we leave the conference, the next stage is to work with the regional delegates to make sure the conversations are happening. We will also be looking at ways to utilize technology to help share these conversations.
- We're asking everyone to leave this conference by answering the question, "what is your next bold move?" Then, next year in Atlanta, we'll start with these statements as the opening to the conference.

**2) Brief overview: changes, additions, timeframes, etc.**

- See above.

**3) What are you most excited about?**

- In 2011, we'd like to have the conference in Seattle, where people are already embracing this conversation model and concept.
- Get t-shirts printed saying "advance" and "connect" so it's memorable for people.
- The opportunity to practice being connected.

Note: We should only use the term "redesign" in this room, not externally. Moving forward, we want to think about this conference as producing something tangible, not

just a “training session.” Proposals will be rated against this concept and we will be looking for the interactive quality of the presenter. When we send out the RFP, we’ll provide an overview of the conversation concept.

### *Next Steps*

1. Review these notes and action plans and make changes or edits as necessary.
2. Use the attached action plans as your working tool and document to help you stay clear on priorities, track your progress, and work to achieve your vision.
3. Continue “working the plan” and adjust action steps and timeframes as needed.
4. Prepare to reconvene in November to discuss action plans and progress to date.