

# **AD HOC STRATEGIC PLANNING COMMITTEE**

## **Minutes**

Initial Meeting, 17 June 2010  
At the Catholic Diocese of Charleston  
119 Broad St. Charleston, SC 29401

Beth Bilderback (chair), Brooke Fox, Jennifer Neal, and Brian Fahey present. Kate Moore was absent.

### **Opening:**

Beth opened the meeting at 11:15 AM. She stated that there was no formal agenda for the initial meeting, but her intention was to define the charge of the committee, review the purpose of the organization, define its weaknesses and strengths, and to assign tasks for future meetings and discussions.

### **Mission of the committee:**

Beth stated that the committee is to develop a five to ten year strategic plan to ensure the viability of SCAA. The committee is to provide an outline of direction for future changes in the organization's composition, structure, operation, and programming, if changes are warranted.

### **Purpose of the organization:**

To get the initial thoughts of committee members, the group examined the objectives of the organization as defined in the current constitution and by-laws. The group held discussion of their individual interpretations of the objectives. The general consensus was that the core purposes of SCAA were to provide 1) basic and continuing education 2) a venue for networking, and 3) news in the field.

### **Strengths v. Weaknesses:**

For an inventory of non-fiscal assets and liabilities, the committee identified the following strengths and weakness of SCAA:

#### Strengths:

- Networking
- Solid financial basis
- Loyal members

#### Weaknesses:

- No name recognition – limited branding
- Lack of internal and external communication
- Minimum collaboration with other professional organizations
- Inactive membership – apathy among members and board
- Reactive programming – lack of long-term planning
- Not keeping abreast of news in the field
- Lack of continuing education
- Lack of outreach/advocacy – especially to members new to the state or the field (e.g., college/graduate students in ALL colleges/universities in the state... not just USC)

### **Assignments:**

Beth made the following assignments:

Beth will review past programming to determine if it has been serving SCAA's mission/purposes.

Kate is to identify the composition and characteristics of current membership. Are they mostly professionals? How many work for non-profits, government, corporate, etc.? Etc.

Jennifer will review regional archival associations and Brooke will review other state archival associations to get a clear idea of their structure, operation, and programming.

Brian will record the minutes of the meetings and will compile the findings of individual committee members.

### **Next meeting:**

The committee will meet again on 25 August, tentatively, place to be determined. Beth asked that until then that committee members continue communication via e-mail and/or phone.

She asked that each provide their findings by the last week of July for compilation before the next meeting.