AEA-Retired Strategic Planning Retreat. Tuesday/Wednesday 9-4 both days.
34 members Board members/Committee Chairs in attendance on Tuesday.
Board members/Committee Chairs in attendance on Wednesday.
(Attendees attached)

Tuesday, July 14
- Welcome (Linda Somo, Barby Halstead-Worrell)

We have four roles during these next two days:
Explorer
Artist
Judge
Warrior

"A question not asked is a door not opened." Marilee Goldberg

Introductions and intent (Barby Halstead-Worrell)

The Survey says…
Analysis of Survey Data from April Annual meeting, and from on-line/mail-in survey to retired members and active members.

The participants looked at powerpoint of survey results and analyzed using their copies in packets and the comments from participants.

"Survey results" attached

Exploring
Trends and patterns Intriguing - I wonder
Notes to self: Ideas and Deeper questions
The participants analyzed data and created for themselves a list of trends and topic which intrigued each.
"Trends and I wonder" document attached

SWOT analysis (strengths, weaknesses, opportunities, threats)
The participants created a swot analysis for AEA-Retired.
"SWOT ANALYSIS" document attached.

AEA-Retired & AEA
Barriers seem to be minimal to non-existent in our state.

Artist - possibilities
Members & potential members see AEA-R as valuable and relevant
What is possible and who cares?

How do members & potential members experience an AEA-Retired that they view as relevant and valuable?

Participants took a look at the outcomes generated so far by participants: trends, patterns, what is intriguing, SWOT analysis of AEA-Retired, Headlines.

Discussion: How do potential members experience AEA-Retired?

The way that we, as involved members of AEA-Retired experience this org. is very different from those who are not involved or are not members. Do we outreach? Some examples of how we may be viewed by some or many are:
We are seen as exclusive and clique-ish
We are seen as expensive
We are seen as not relevant
We are seen only as ASRS watchdogs
We are seen as limited to political action
We are seen as Phoenix oriented.
We are seen as teacher vs ESP oriented
We are not open to new members/leaders
We are not fun-loving
We are not community oriented.

Participants worked together in groups to create "In five years, if Strategic Planning is successful, AEA-Retired will be experienced by others as …"
"In Five Years" document attached.

Generating strategies

BIG IDEAS THAT KEPT RISING:

1. Membership
2. Member Involvement
3. Communication
4. Membership Through Social and Active Locals using lots of Communication
5. Member Engagement through and caused by:
6. Increased membership numbers, market share
7. Increased Political Power

"Possible Goals" Document Attached

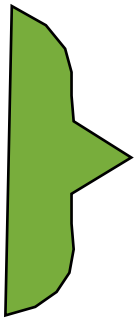
Day 2 Big ideas

MEMBERSHIP

POLITICAL POWER

LOCAL CHAPTERS

SOCIAL



ENGAGEMENT OF MEMBERSHIP
USING TECHNOLOGY

THE ABOVE FOUR CATEGORIES, ENHANCED THROUGH USE OF TECHNOLOGY, WERE MENTIONED OVER AND OVER IN THE DATA, IN THE FEEDBACK BY MEMBERS PRESENT ON BOTH DAYS.

The consensus was to go with Strategic Goals of Membership and Political power - with a technology component within each goal.

Strategic Goals (Questions derived from our first try at distilling strategic goals.)

HOW "BIG" DO WE NEED TO GET?
HOW **POWERFUL** DO WE NEED TO BE?

AEA'S POWER? OUR POWER?

"Membership Engagement Weaknesses and strengths" document attached.

Time and Money. Create a plan for 09-10 and 10-11 and 11-12
Strategic Goal 1:
Strengthen Chapters & Increase Membership (for each year):
Tactics
Activities
"Strategic Goal: Increasing Membership" document attached

Strategic Goal 2:
Political Power
Tactics
Activities
"Strategic Goal: Political Action" document attached