

Strategic Task Force Minutes
July 20, 2011

- Attendees: Rob Butcher (Ex-Officio), Patty Miller, Anthony Thompson, Phil Dodson, Jill Gellatly and Nadine Day.
- The task force discussed the previous weekend's Board of Directors meeting and the strategic planning session at the meeting. Task force members discussed their impressions of the session and feedback they got from individual Board members.
- We discussed the process going forward to finalize the task force's work for Board review. We will begin by drafting proposed strategies, taking into account the research and feedback to dates, as well as the Board's input from the strategic planning session at the Board meeting. The group decided to break into pairs, with each pair to prepare a first draft of strategies related to an assigned topic. Since the Board had some comments and suggestions on the task force's proposed vision statement and values, Patty will circulate revisions that address those comments and the task force will discuss by e-mail.
- The task force discussed each of the issue areas that had been addressed at the Board meeting and possible strategies, using a document that Phil had circulated as a starting point. The group recognized that (1) it is difficult to keep strategies at a high level and not slip into action plans; and (2) USMS will need to prioritize among strategies. We decided to break the issue that had been discussed at the Board meeting regarding both threats from competitors and partnering opportunities into two topics from for creating strategies. The assignment pairs for drafting strategies are:
 - Access to pools – Nadine and Jill
 - Volunteers – Anthony and Patty
 - Delivery of USMS product – Phil and Jill
 - "Threats" from competing models and organizations – Nadine and Phil
 - Partnering – Rob and Anthony
- The next meeting will be Monday, August 1 at 8:00 p.m. Eastern time. Hopefully the assigned pairs will be able to circulate draft strategies before the meeting for discussion during the meeting.