

Strategic Task Force Minutes
July 5, 2011

- Attendees: Rob Butcher (Ex-Officio), Patty Miller, Phil Dodson, Jill Gellatly and Nadine Day.
- Minutes from June 28th meeting were approved without exception.

First task was to complete our analysis of the SWOT survey. In particular, we analyzed the results of the survey with regards to BOD priorities and any open ended comments received. Patti asked if the BOD put the priorities in order and it was explained that they were not formally ranked by the BOD. In summary, conclusion was that membership retention/growth as well as volunteer engagement was ranked highly by SWOT survey respondents. It should be noted that the goal of reaching 100,000 members was not viewed as important by the majority of the SWOT respondents. Several of them submitted open-ended comments on this issue, with some noting that membership increase is a result of doing things right, not a separate goal,

- The group further discussed the importance of providing a consistent USMS product and brand image at the local level with respect to the optimal use of volunteers. Continued discussion was made in context on how to further improve the volunteer experience, and provide clarity about the roles of the National office and volunteers.
- Discussion then focused on how to present the findings of the task force to the full BOD in a concise format that will inform the BOD on the context behind the findings and help the BOD evaluate how to apply these findings.
- Next Meeting
 - Tuesday, July 12th; 8:00 p.m. EST