

ITS PCB Program – Setting Strategic Direction

July 7, 2010 8:30 to 4:30 pm

Draft agenda

- 8:30 to 8:50 **Welcome, Objectives, Introductions, Roles** – Mac Lister
To get started, confirm purpose, form working group
- Show diagram from Roadmap as framework
- 8:50 to 9:15 **Agenda, Desired Outcomes, Ground Rules** – Larry Raskin
To confirm plan for the day, share expectations, agree to norms
- Attendees state desired outcomes; post on flipchart (revisit at end of meeting)
 - OAR: Open – Active Participation – Responsibility
- 9:15 to 10:15 **Context and Environmental Scan** – Mac, Liz Greer
To provide background, identify factors which impact ITS PCB
- ITS strategic direction; ITS PCB accomplishments and ‘still to come’; can use Roadmap diagram; elicit comments – Mac (30)
 - Factors that influence ITS PCB: technology, legislation, organizational charters, consumers, workforce, demographics, competition, PCB history etc. – Liz (30)
- 10:15-10:30 Break
- 10:30-12:30 **Vision, Mission, Values** – Larry & Liz
To envision desirable future and create guiding principles
- *Vision*: whole group via guided imagery (Larry)
 - *Mission*: all, then small groups: Why we exist; Whom we serve; What we do (products, services) that benefit users; use index cards w/current mission phrases, if needed (Larry, Liz)
 - *Values*: describe users, then Program: words, images (Liz)
- 12:30-1:15 Lunch

- 1:15-3:00 **Key Strategic Goals** - Mac, with Liz & Larry
To get feedback about key goals
- Present and get feedback about goals: are these the right ones? Agree to 3-4 goals or goal areas
 - Divide goals (including any new ones) among groups (2 goals per group). Each group answers questions about each goal; report out and discuss as whole group
- 3:00-3:15 Break
- 3:15-3:30 **Critical Success Factors** – Larry & Liz
To identify what it will take to achieve strategic goals
- Brainstorm CSFs, overall. Categorize, time permitting
- 3:30-4:00 **Roadmap to Build ITS PCB Strategic Plan** – Larry & Liz
To get input about plan for stakeholder involvement
- Essential elements in diagram
 - Who/what/when/how
- 4:00-4:30 **Wrap up, Next steps** – Mac
- Review/summarize meeting and what's next
 - Each participant reviews his/her desired outcome(s), offers final comment about the day
 - Thanks to all