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