

# Results of WGIPPA Strategic Planning Workshop

Saturday, March 31, 2012

Prime Cut Restaurant, 3219 10<sup>th</sup> Ave., South, Great Falls, Montana

**PURPOSE:** To map out our WGIPPA Strategic Direction over the next several years.

## OBJECTIVES:

1. Review recent trends in key areas
2. Brainstorm, prioritize and agree on the WGIPPA's Strategic Priorities
3. Develop tactical goals to support the WGIPPA's Strategic Priorities

## DESIRED OUTCOMES:

1. Better understanding of the changes that have occurred and their impact on WGIPPA.
2. WGIPPA members are all pulling in the same direction with a common destination (Vision) in mind.
3. Strategic priorities for the WGIPPA have been defined and tactical goals initiated.
4. Greater focus on the things that matter the most to the WGIPPA.

## Agenda

TIME	TOPIC	RESPONSIBILITY
12:00 PM	Lunch at "Prime Cut Restaurant", 3219 - 10 <sup>th</sup> Ave., South, Great Falls, Montana (cost covered by WGIPPA)	Glenn Coulter
12:45 PM	Introduction to the WGIPPA Strategic Planning Process	Fran Leggett
1:00 PM	SWOT analysis discussion. List points on flip charts and rank each sector using group "dot" exercise.	Group/ Fran
2:30 PM	Determine overall ranking using "dot" exercise. List top priorities.	Group/ Fran
3:00 PM	How do we implement these priorities? (Establish groups and Group Chair - assign one priority to each group to come up with implementation plans - share with larger group.) Canvas groups for results.	Groups/Fran/Glenn
4:00 PM	"Dot" exercise to choose strategy (top 2 or 3) with respective implementation plan. (Tactical Goals)	Fran/Group
4:30 PM	Next steps discussion.	Fran/Glenn/All
5:00 PM	Adjournment	Fran

Those attending the WGIPPA Strategic Planning Workshop were:

Fran Leggett	Glenn Coulter	Fred Anderson
Carl Prinzing	Dick Bide	Jim Dokken
Jack Sneddon	Earl Huson	Arlene Weber
Ed Rothfuss	Marshall Gingery	Terry Allen
Greg Duncan	Susan Haypatrick	Millie Baycroft
Mick Holm		

Note: George Adam submitted written comments that were incorporated into the discussion.

The following are the Strengths, Weaknesses, Opportunities, and Treats emanating from the SWOT analysis as suggested by participants in the Workshop. Ranking of the points was determined within each category. Points hi-lighted in yellow were taken forward to the next step to identify the most important priorities across categories:

#### **Strengths:**

- Hands Across the Border ceremony - 10
- History of the WGIPPA - 9
- Saturday evening banquet - 6
- Different Rotary Clubs hosting the Assembly - 6
- Rotary fellowship - 6
- Venues in Parks - 3
- International aspect - 3
- Different Rotary projects/awareness - 3
- Leisure activities - 1
- Diversity of people
- Great cause

#### **Weaknesses:**

- Not recognized by Rotary International, or outside of WGIPPA – 16
- No written format/direction/continuity of Assembly – 10
- Cost of the WGIPPA Assembly – 6
- Do not tend to take a position on issues – 6
- Complacency – 4
- Parks infrastructure – 3
- Disconnect between Parks and WGIPPA – 2
- Lack of participation by District 5370 - 2
- Updated web site – 2
- September date every year – 1
- No official logo – 1

- More meetings – 1
- No credit on United Nations web site

### **Opportunities:**

- Inform public about the WGIPPA and obtain recognition – 10
- Charge each Rotarian \$1.<sup>00</sup>/ year through Districts – long term goal – 9
- Improve the WGIPPA web site – 7
- Work with other peace programs – 7
- Expand the scope of the Assembly to the public – 6
- Increase District Governor participation – 6
- Meet with Park Superintendents annually – 5
- Take risks – 4
- Champion in each Club – 2
- Fixed meeting date – 2
- CD for promotion - 1
- Incentive to register early for Assembly
- Infrastructure outside of Parks
- United Nations recognition in Geneva

### **Treats:**

- Lack of cooperation from within the Parks e.g. hotels – 8
- Lack of Committee structure and activity – 8
- High cost of activities – 7
- Park staff not involved/informed – 6
- Starting to move activities outside of Parks – 2
- Size – 2
- Not placing pressure on Superintendents – 2
- Lack of impact of friends of the WGIPPA

The next step in the Strategic Planning Process was to identify how the WGIPPA might take advantage of Strengths and Opportunities, and identify solutions to the challenges of Threats and Weaknesses. The action points from across categories of the SWOT Analysis were ranked and listed. Implementation ideas were identified for the highest ranking priorities. The recorder (Glenn Coulter) has taken some liberties in organizing the points to enhance the presentation and understanding. The future strategic foci for the WGIPPA are to be as follows:

1. WGIPPA policy issues
  - a. The BOD of the WGIPPA to develop a policy on advocacy to address issues concerning the Parks and the WGIPPA.

2. History/visibility/functionality of WGIPPA
  - a. Create an Educational Committee to educate Park staff, the public, and Rotary about the WGIPPA and promote its activities through:
    - i. Meeting with Parks staff and management.
    - ii. Encouraging Park's Superintendents to join Rotary.
    - iii. Creating a Facebook page
    - iv. Contacting publications such as National Geographic/Canadian Geographic
    - v. Collaborating with KSPS/Discovery Channels
    - vi. Generating speaking points for interviews
    - vii. Displaying information at future RI Conventions.
  - b. Hire a professional webmaster to improve and maintain the WGIPPA web site and link it to other Park/peace related sites.
  - c. Incorporate information on WGIPPA into PETS/SETS, and inform DGs.
  - d. Create a history of the WGIPPA and place on DVD for circulation.
  - e. Update and circulate the Manual of Procedure for all endeavors of the WGIPPA to assist hosting Clubs, the Association Executive and the BOD.
3. "Hands Across the Border" Ceremony
  - a. Create a video of the Ceremony for incorporation in the web site and to place on U-Tube.
  - b. Conduct the "Hands Across the Border" Ceremony within the Parks. An actual border site for the Ceremony was identified as highly beneficial.
  - c. Create a five-person committee of the WGIPPA to facilitate annual conduct of the Ceremony. The Committee shall include one representative from the host Rotary Club(s).
  - d. Incorporate music into activity.
  - e. Possibly hold the Ceremony earlier in the morning and combine with Sunday service when possible.
4. Maintain or reduce cost to participating in Association activities.
  - a. Consider use of venues outside of the Parks.
  - b. Suggest that Clubs include a contribution to WGIPPA operations and projects in their annual budgets.
  - c. Acquire corporate and other sponsorships to support the WGIPPA and its activities/projects.
5. Acquire recognition of WGIPPA by Rotary International.
  - a. Acquire Rotary Fellowship for WGIPPA

### **Immediate Action Items Emanating from March 31<sup>st</sup>, 2012, Strategic Planning Workshop**

1. Policy on advocacy to be developed by Executive for consideration by September 2012 BOD meeting.
2. An Educational Committee of the WGIPPA has been struck with Terry Allen of Calgary South as the Chair. Earl Huson of Calgary South has agreed to assist. The Committee will develop an educational/promotional plan and report progress and recommendations for expenditures to the BOD by September 2012.
3. Carl Prinzing, President Elect of the WGIPPA, will inquire as to the status of the Manual of Procedure being worked on by Dale Gillespie, and report to the WGIPPA Executive by April 16<sup>th</sup>, 2012. A draft Manual must be submitted to the BOD for review by August 15, 2012 so final approval by the BOD can be considered by the September 2012 Assembly.
4. A five-person “Hands Across the Border” Ceremony Committee has been struck to maintain contacts with the various authorities associated with border activities. Marshall Gingery of Helena Noon will Chair this Committee. The Committee shall include one representative from the host Rotary Club(s).
5. Creation of a Rotary Fellowship for the WGIPPA is being actively pursued by Carl Prinzing and is expected to be completed by September 2012.

Further Action items will be identified and implemented by the BOD between the Strategic Planning Session and the end of the 2012 WGIPPA Assembly in Kalispell, Montana.