

# Strategic Planning Meeting

21/08/2018 13:00 - 16:00

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## Purpose

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**Presenters** Bob Smith, Connie Nielson, Dawn Smith, Dustin Parks, Edward Arroyo

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**Attendees** Bob Smith, Connie Nielson, Dawn Smith, Dustin Parks, Edward Arroyo, Fatima Campbell, Jennifer Nichols, John Hamilton, Liam Pettit, Will Baker

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**Location** Conference Room

Agenda

## 1. WELCOME

13:00-13:30

Presenter(s): Dawn Smith

### 1.1. REVIEW MISSION, VISION AND VALUES

### 1.2. HIGH-LEVEL OVERVIEW OF PREVIOUS YEAR

## 2. REVIEW DEPARTMENTAL HIGHLIGHTS FROM PREVIOUS YEAR

13:30-13:55

Presenter(s): Connie Nielson

## 3. BREAK - TEAM DEVELOPMENT ACTIVITY

13:55-14:05

## 4. PRESENT THREE TO FIVE YEAR PLAN

14:05-14:30

Presenter(s): Bob Smith, Connie Nielson, Dawn Smith, Dustin Parks, Edward Arroyo

### Description

- Introduce proposed initiatives for coming year
- Explain how each initiative will help reach revenue and marketing goals

## 5. WORKING LUNCH

14:30-15:00

## 6. PRESENT TOP PROPOSED INITIATIVES FOR YEAR BY DEPARTMENT

15:00-15:25

Presenter(s): Bob Smith, Connie Nielson, Dawn Smith, Dustin Parks, Edward Arroyo

### 6.1. SELECT TOP INITIATIVES

### Description

- There will be many ideas and proposed initiatives; don't expect to accomplish all of them
- Take time for group discussion to determine which initiatives are most important for the coming year

## 7. BREAK - TEAM DEVELOPMENT ACTIVITY

15:25-15:35

## 8. WRAP-UP

15:35-16:00

