

Board of Directors Strategic Planning Retreat ~ October 5-6, 2006

Agenda and Report Page Reference	Participants	Major Accomplishments from Last Year
1. Meeting Overview: Year 2 of 3-Year Plan	Shannon Bishop, Harris County Dept. of Education Jana Church, The Kids Klub, College Station PARD	<ul style="list-style-type: none"> • 501-c-3 • Meadows grant application and template for new grants • Policies and procedures in place • Website and membership database • Books in order • Interest in forming local chapters • Existing chapters feeling more connected • 167 members – starting from scratch with 0 at this time last year! • Fuller board of directors • We're hearing from members • An organization in good standing (State of Texas, NAA, other stakeholders)
2. Looking Back to Look Forward	Judi Yu Dai, Chinese Community Center	
3. Membership Survey Discussion, pg. 2	Toni Garrett, Skylight Consulting	
4. TAA Current Reality, pgs. 3-5	Shirlene Justice, Austin ISD	
5. Success Indicators, pgs. 3-5	Anna Land, Heart House	
6. SMART Goals for Next 12 Months, pgs. 3-5	Cheryl A. Newberry, 4-H	
7. Accomplishments Timeline, pg. 6	Stacy Newcomer, Citizen Schools	
8. Q3 '07 Action Plans, pgs. 7-9	Sharie Patty, Hardwick PTA's After-School Care Program	
9. Adjournment	Elaine Vivens, Camp Fire USA Panhandle Plains Council	

Membership Survey Discussion

<p>What are our observations about member priorities?</p>	<p>How do member priorities appear to align with our strategic directions?</p>	<p>What additional information would be helpful?</p>
<ul style="list-style-type: none"> • Conference/Professional Development high • Priority seems to be professional dev and networking at local & state level • State conference high, but membership wants local networking prof dev opps -- possible with STATE conference? • Top 3 voted items seem doable in 2007 • Lack of interest in mapping study • PR is a priority • Gotta build some bridges with members and partners 	<ul style="list-style-type: none"> • Members voted high for state conference and prof dev opps tie into both Quality and Partnerships strategic directions • Professional identity (prof dev and PR) is very important to people, and ties in with all 3 strategic directions • PR campaign and securing support of state legislators high (no one disliked) and tie into public support strategic direction • Member priorities seem to mirror the Board's strategic plan 	<ul style="list-style-type: none"> • What PR/Mktg pieces are needed? • Did the lack of interest in forming local chapters occur because most of the voters are already PART of a local chapter? • Next time, can we try to correlate responses by geographic area, type of program, etc?

Strategic Direction 1: Increasing Public Support for Afterschool Programs in Texas ■

Current Reality	SMART Goals for Next 12 Months	Two-Year Success Indicators
<ul style="list-style-type: none"> • Societal recommitment to community • New movement at state legislature • Not a lot of TAA movement • California Proposition 49 will have a ripple effect • Partnerships being formed • No new 21st Century \$ • 21st Century winding down, causing worry 	<ul style="list-style-type: none"> • PR article promoting afterschool, affiliate • Host advocacy day at the legislature with 25 advocates meeting with legislators • Create TAA PR plan which includes prongs for membership and general public 	<ul style="list-style-type: none"> • TAA will have resources (\$150K annually) to support infrastructure • Advocacy Corps in each region • Mayors Council on Afterschool • Other TX orgs supporting afterschool (Chiefs of Police, etc.)

Strategic Direction 2: Fostering Statewide, Regional and Local Partnerships ●




Current Reality	SMART Goals for Next 12 Months	Two-Year Success Indicators
<ul style="list-style-type: none"> • 187 members • A lot of buzz re: local chapters • More organizations represented on board • Stronger relationship with NAA • American Federation of Teachers put Shannon on board to partner with afterschool • 2 strong chapters with growing ties to TAA 	<ul style="list-style-type: none"> • Increase board size by 5 directors who represent diverse organizations reflecting the ethnicity, geography, and programs of our membership • Establish 2 new TAA chapters • Secure MOUs from 2 existing chapters • Have 500 members by Q3 '07 	<ul style="list-style-type: none"> • 4 more TAA chapters • 800 members • Conference • Statewide potential partners, such as Boys and Girls Club, YMCA, Juvenile Justice, JCPenney, and Jr. Achievement, are on board of directors • MOUs signed with all chapters • Coalition to educate legislators

Strategic Direction 3: Ensuring Afterschool Programs in Texas are of the Highest Quality 

Current Reality	SMART Goals for Next 12 Months	Two-Year Success Indicators
<ul style="list-style-type: none"> • 21st Century • Inconsistent standards of quality • Very few TX programs apply for NAA Accred. • SEDL Toolkits online • NAA Accreditation time-consuming and expensive for most programs • Afterschool Investment Project • TCAN has a self-assessment • A lot going on – lots of different standards and tools out there 	<ul style="list-style-type: none"> • Educate members about what standards and tools exist for measuring quality – on website, in newsletter, at trainings • Hold a regional conference – would be better to have regional opportunities across the state so more can participate? Esp. front-line staff? 	<ul style="list-style-type: none"> • 50% of our members are aware of the existing standards and tools available to measure quality • Hold regular regional or state conference • Best practices checklists – 50% of members are using • Regional and statewide trainings in place with network of trainers • Trainings are well-evaluated • Resources available for professional development

First Year Accomplishments: Timeline


☉ = accomplishment deadline


Strategic Direction	Q4 '06: Oct - Dec	Q1 '07: Jan - Mar	Q2 '07: Apr - Jun	Q3 '07: Jul-Sep
Strategic Direction 1:  Increasing Public Support for Afterschool Programs in Texas	1.1) Create a TAA PR Plan – article, PSAs and Afterschool Alliance materials ----- ▶	----- ▶	----- ▶	----- ☉
	1.2) Kick off Planning for Advocacy Day ----- ▶	----- ▶	----- ☉	
Strategic Direction 2:  Fostering Statewide, Regional and Local Partnerships	2.1) Secure MOUs from 2 existing chapters ☉			
	2.2) Begin organizing 2 new chapters	----- ▶	----- ▶	----- ☉
	2.3) Kick off membership drive	----- ▶	----- ▶	----- ☉
	2.4) Add 5 new board members	----- ▶	----- ▶	----- ☉
Strategic Direction 3:  Ensuring Afterschool Programs in Texas are of the Highest Quality		3.1) Kick off regional conference planning --- ▶	----- ☉	
		3.2) Educate members about what standards and tools exist for measuring quality – on website, newsletter, at trainings -- ▶	----- ☉	


Q3 '06 Action Plans


Goal 1.1) Create a TAA PR Plan that includes an article, letter, and Afterschool Alliance materials		Strategic Direction 1: Increasing Public Support for Afterschool Programs in Texas	
Task/Activity		Person	Date
Research feasibility of statewide PSA and spokesperson		Cheryl, Jana, Elaine	Dec 7
Create canned article promoting advocacy in AS and send across state		Cheryl, Jana	Dec 7
Expand email newsletter distribution to key stakeholders, e.g. govt officials; create list of recipients		Elaine, Anna	Dec 7
Promote placing TAA logo with weblink on member org's websites		Elaine	Dec 7
Chair: Cheryl Team: Elaine, Jana	Partners: Anna, Shannon	Budget Items: PSAs	Next Meeting: Conf. call Nov 13

Goal 1.2) Advocacy Day during Spring '07		Strategic Direction 1: Increasing Public Support for Afterschool Programs in Texas	
Task/Activity		Person	Date
Fact find individually over the next 2 weeks		Shirlene, Stacy, Shannon	Nov 19
Look at existing days		Shannon	Oct 31
Identify 6 prospects		Shirlene, Stacy, Shannon	Nov Board Meeting
Contact prospects		Shirlene, Stacy, Shannon	Nov 25
Research potential leg		Shirlene, Stacy, Shannon	Nov 25
Chair: Shirlene Team: Shannon, Stacy	Partners: TBD	Budget Items: None	Next Meeting: 10/20

Goal 2.1) Secure MOUs from 2 existing chapters		Strategic Direction 2: Fostering Statewide, Regional and Local Partnerships 	
Task/Activity		Person	Date
Revise MOU		Shannon	COMPLETED
Approve revision		Board of Directors	COMPLETED
SETAA approves MOU		Twonda	Dec 1
CTAN approves MOU		Shirlene	Dec 1
TAA accepts MOUs		Board of Directors	Dec Board Meeting
Chair: Shannon Team: Shirlene, Twonda	Partners: SETAA, CTAN	Budget Items: None	Next Meeting: Dec Board Meeting

Goal 2.2) Begin organizing 2 new chapters		Strategic Direction 2: Fostering Statewide, Regional and Local Partnerships 	
Task/Activity		Person	Date
Identify local leaders and TAA members in 2 panhandle chapters, Amarillo and Lubbock		Sharie, Elaine	Nov 15
Design and send invitations to critical mass of ASP providers for Feb breakfast meeting		Anna, Sharie, Elaine	Dec 31
Agenda and logistics for breakfast		Sharie, Elaine	Nov 30
Develop chapter start-up information packet		Anna	Dec 31
Review membership and inquiries to identify 2 potential additional chapters		Toni	Nov 15
Identify existing chapter members from SETAA or CTAN to serve as chapter mentors		Shirlene	Nov 15
Chair: Sharie Team: Anna, Toni	Partners: Elaine, Sharie	Budget Items: Food, invitations, postage, copying	Next Meeting: Conf. call Dec 13 10 am

Goal 2.3) 500 TAA members by Q3 '07		Strategic Direction 2: Fostering Statewide, Regional and Local Partnerships 	
Task/Activity		Person	Date
Letterhead, etc. printed in color		Anna	Oct 19
Renewal notices to all existing members		Anna	Oct 26
Look into member discounts, e.g., supply stores, restaurants, that could make having a membership card more meaningful		Judi	Nov 1 > Ongoing
Follow up with Peter Howe re: membership database		Anna	Dec 5
Team: Judi, Jana, Anna	Partners: Local chapters	Budget Items: Letterhead, envelopes, postage	Next Meeting: Via email initiated by Anna

Goal 2.4) Add 5 new board members		Strategic Direction 2: Fostering Statewide, Regional and Local Partnerships 	
Task/Activity		Person	Date
ID and contact state YMCA person		Shirlene	Nov 1
Follow up with Mary from BGC of Texas		Anna	Nov 1
Follow up with Stacy re: board membership		Shannon	Nov 1
Identify geographic area contacts, organizations, etc to invite to board; (add as permanent board agenda item)		Board of Directors (Sharie)	Ongoing – every board meeting
Team: Entire board	Partners:	Budget Items: None	Next Meeting: Nov board meeting