

TO: CCSESA Membership
FROM: Fern Tiger, Fern Tiger Associates
DATE: November 11, 2020
RE: Formation of a Strategic Planning Committee and Miscellaneous

Greetings.

As mentioned in my previous note, I'm writing to provide information about the creation of the **CCSESA Strategic Planning Committee** – which is intended to help guide the planning process. Hopefully, this note explains:

- the responsibilities of this committee
- the hoped-for composition
- the expected time commitment of committee members
- the proposed process for selecting participants

We hope that as you review this, you will consider either throwing your hat into the ring, or thinking about others who would be good participants for this group.

Responsibilities of the Strategic Planning Committee

Our firm's experience working with many nonprofit and public organizations has taught us that a specially-formed committee that reflects the diversity of the membership is the best route for the process, and we think this will make the most sense for CCSESA.

While the entire membership will play a role in the development, review, and approval of the plan, this committee will provide focus for the initial development of CCSESA's mission, vision, and the intentionality of its work and roles. The committee—as a whole—will most specifically:

- make recommendations regarding CCSESA's mission, vision, strategic initiatives, major programs, and services; and help clarify and solidify CCSESA's purpose and potential
- review and expand the consultant's "working assumptions" and presentation of CCSESA's strengths and challenges
- expand the consultants' findings related to critical external and internal issues facing the organization, the organization's structure, and options for the future
- ensure thorough understanding of CCSESA's core competencies as well as its "competition," partners, and potential alliances and collaborations
- develop criteria for evaluating potential strategic actions

Frequency of Meetings of the Committee

- Approximately four meetings between January and August:

Meeting 1: Socio/political/economic assumptions; Meeting 2: Findings; Meeting 3: "Program" Recommendations/Strategies; Meeting 4: Management Recommendations/Strategies

Hoped-for composition of the Planning Committee (10 members)

- Representation from each of the eight classes of counties, which would hopefully represent the diversity of county offices throughout the state (including regions, organization size, and rural, urban, and frontier); the CCSESA President and President-Elect will also be on the committee

Process for selecting members of the Planning Committee

- Each class will put forth two nominees (ideally, neither of the two nominees will be board members serving in 2021, and will come from different regions)
- Each class should decide how best to make the selection, taking into account the need for committee members to be willing to participate and attend all four meetings, to enjoy thinking out-of-the-box and looking at the “big picture,” to reflect geographic diversity and length of time in superintendent role, to be open minded, to be able to think about the organization as a whole and have a stake in the future of CCSESA, and be willing to engage in frank discussions.
- Once the two nominees from each class are submitted, one member from each class will be selected in an effort to balance the committee to reflect the diversity of the membership as a whole (regions, long-term superintendents and new superintendents, urban, rural, frontier, previous roles in education and professions, etc.)
- Our team (Fern Tiger Associates) will assess the optimal balance of the recommended names (considering size of organization; geographic region – ensuring representation of regional differences – urban, rural, frontier; length of time in superintendent position; etc.). The executive committee will confirm the committee membership once we submit the list.

If we receive the names of the nominees by November 20, we are confident we can announce the committee composition on or about November 27. Please send your two nominees directly to me (fern@ferntiger.com) and feel free to email me or call if you have any questions (510.414.3627).

Thanks in advance. I look forward to hearing from you.

We truly look forward to starting this process and to working with each of you.

Over the coming weeks and months, someone from my office will be in touch to set up confidential one-on-one interviews and/or to schedule your participation in small group discussions.

Stay well. Stay healthy.

Fern