



**Strategic Planning Team Webinar/Meeting Minutes  
 December 8, 2011**

**MEMBERS PRESENT:**

Randy Gooch, Director of Administrative Services  
 Shawn Crabtree, Executive Director  
 Stuart Spillman, Environmental Health Director  
 Pamela Godby, Human Resources Manager  
 Jasie Logsdon, Senior Epidemiologist and Preparedness Program Director  
 Janae Tucker, LHN Specialist

**MEMBERS ABSENT:**

Peggy Tiller, Director of Nursing  
 Tracy Aaron, Health Education Director  
 Amy Tomlinson, Public Health Services Coordinator

TOPIC	DISCUSSION	FOLLOW-UP
	<p align="center"><b>Webinar began at 1 PM EST</b></p> <p align="center"><b>This is the second Strategic Planning Webinar of the series, hosted by the Kentucky and Appalachia Public Health Training Center through the University of Kentucky, College of Public Health.</b></p> <p>Membership of Strategic Planning Committee includes:            Randy Gooch, Director of Administrative Services            Shawn Crabtree, Executive Director            Stuart Spillman, Environmental Health Director            Peggy Tiller, Director of Nursing            Tracy Aaron, Health Education Director            Pamela Godby, Human Resources Manager            Jasie Logsdon, Senior Epidemiologist and Preparedness Program Director            Janae Tucker, LHN Specialist            Amy Tomlinson, Public Health Services Coordinator</p>	
<p><b>Objectives of Webinar – Module 2</b></p>	<ol style="list-style-type: none"> <li>1) Construct a process for creating a strategic plan</li> <li>2) Enlist the support of key individuals</li> </ol>	

	<p>3) Identify data needs for planning 4) Conduct a SWOT analysis</p>	
<b>Strategic Planning Needs</b>	<p>Committee discussed data and other needs after the webinar concluded. It was determined that the next step would be to perform a SWOT analysis that includes input from staff and board members.</p> <p>For the SWOT analysis we need to determine:</p> <ol style="list-style-type: none"> <li>1) <b>Strengths</b> (Internal) – keys to past and future successes of the organization</li> <li>2) <b>Weaknesses</b> (Internal) – potential problem areas that impact growth</li> <li>3) <b>Opportunities</b> (External) – potential areas for growth</li> <li>4) <b>Threats</b> (External) – outside factors to be corrected or limited</li> </ol>	<p>Employees will be asked for input on the SWOT analysis at the December staff meeting. Staff attending the meeting will be divided into teams by county. Each team will be assigned a facilitator from the executive staff/strategic planning committee and be asked to brainstorm each of the questions for a short time and generate feedback.</p> <p>Executive director will also request input from all board members by sending them a short survey.</p>
<b>Next Webinar</b>	January 26, 2011 1:00 PM – 2:30 PM in the Basement Conference Room	Committee members should review the next section of the Strategic Planning Workbook, “Developing a Plan”, prior to the next webinar.
<b>Next Meeting and Assignments</b>	<p>January 23, 2012 9:00 AM – 3:00 PM in the Executive Conference Room</p> <p>May need to schedule a meeting before this due to the amount of preparation needed for the next webinar.</p>	<p>Committee members should give thought to needed revisions to the mission and vision statements and also the creation of a values statement. Come to meeting prepared to discuss.</p> <p>Committee chair to follow up.</p>
	<p><b>Meeting adjourned at 3 PM EST</b></p> <p><i>*Time for this and future strategic planning committee meetings should be coded to the employee’s administrative cost center.</i></p>	