

**Society of American Archivists  
Strategic Planning Session  
January 24 – 25, 2013  
Chicago, Illinois**

**Agenda**

<b>Thursday, Jan 24</b>	<b>Topic</b>	<b>Information</b>
<b>10:00 am</b>	<b>Welcome &amp; Introductions (Jackie Dooley, President)</b>	
<b>10:15 am</b>	<p><b>What Is the Purpose of SAA Planning? (Kathy)</b></p> <p>A three-year Strategic Plan that is outcome-oriented and will drive SAA to:</p> <ul style="list-style-type: none"> <li>✓ Build on an environmental scan and key strategic issues.</li> <li>✓ Focus on “next level” mission, goals, and objectives.</li> <li>✓ Guide future priorities, actions, and projects.</li> <li>✓ Define outcomes and milestones for achievement of plan.</li> </ul>	Tab A: Ten Basic Responsibilities of Nonprofit Boards
<b>10:30 am</b>	<p><b>What Do You Want to Achieve as a Result of Strategic Planning? (Kathy)</b></p> <ul style="list-style-type: none"> <li>• Additional outcomes to be achieved?</li> </ul>	Tab B: Summary of Interview Results: Desired Outcomes of Planning Process
<b>10:45 am</b>	<p><b>What Will the Future Bring? (Kathy)</b></p> <p>Review of Opportunities and Threats</p> <ul style="list-style-type: none"> <li>• Additional opportunities?</li> <li>• Additional threats?</li> </ul>	<p>Tab C: Summary of Interview Results:</p> <ul style="list-style-type: none"> <li>• Future of Profession/SAA?</li> <li>• Opportunities?</li> <li>• Threats?</li> </ul>
<b>11:00 am</b>	<p><b>What Does the Research Tell Us? - Kathy</b></p> <ul style="list-style-type: none"> <li>• Implications for SAA?</li> </ul>	Tab D: Member Loyalty Study, 2012 Slides 3, 180-181, and 211-215 Conclusions and Recommendations

<p><b>11:15 am</b></p>	<p><b>What Are the Major Strategic Issues for the Profession? (Kathy)</b></p> <ul style="list-style-type: none"> <li>• What is driving change in the field?</li> <li>• How is the role of the archivist changing?</li> <li>• Any differences in age/interest segments of the profession?</li> <li>• New needs/opportunities for archivists?</li> <li>• Threats for archivists?</li> </ul> <p><b>How can SAA have the biggest impact on the profession?</b></p>	
<p><b>11:45 am</b></p>	<p><b>What Are the Major Strategic Issues for SAA? (Kathy)</b></p> <ul style="list-style-type: none"> <li>• What is current positioning?</li> <li>• Any changes in strategic priorities?</li> <li>• What are current markets? Future?</li> <li>• Do you want to pursue growth? If yes, how?</li> <li>• What is SAA's unique niche in comparison with its competition?</li> <li>• Role of strategic alliances?</li> <li>• What should SAA <u>not</u> do?</li> <li>• Other issues?</li> </ul> <p><b>How do you want to describe SAA's current and strategic niche/positioning at this point? Five years from now?</b></p>	
<p><b>12:15 pm</b></p>	<p><b>Lunch</b></p>	
<p><b>1:00 pm</b></p>	<p><b>What Goals Do You Want to Achieve? (Kathy)</b></p> <ul style="list-style-type: none"> <li>• What outcome is expected?</li> <li>• How can SAA make the most impact?</li> <li>• What is most important for long term?</li> <li>• Do a lot of things depend on it?</li> </ul>	<p>Tab E : Summary of Interview Results: Future SAA Goals</p>
<p><b>2:30 pm</b></p>	<p><b>What Are the Strategies to Achieve the Goals? (Small Groups)</b></p> <p>For each goal, strategies should be:</p> <ul style="list-style-type: none"> <li>➤ <u>Necessary</u>... responsive to an area of strategic importance.</li> <li>➤ <u>Feasible</u> ... will be able to make some progress toward achieving the goal.</li> <li>➤ <u>Appropriate</u> ... for SAA and related to its mission.</li> <li>➤ <u>Sufficient</u> ... all areas of importance have been included.</li> </ul>	

<b>3:30 pm</b>	<b>Small Group Reports</b>	
<b>4:15 pm</b>	<b>How Will the Entire Planning Process Map Out? (Kathy)</b> <ul style="list-style-type: none"> <li>• <b>May Council Meeting</b></li> <li>• <b>August Annual Meeting</b></li> </ul>	
<b>5:00 pm</b>	<b>Summary and Adjournment for Day (Jackie)</b>	

<b>Friday Jan 25</b>	<b>Topic</b>	<b>Information</b>
<b>7:30 am</b>	<b>Breakfast / Review of January 24 Summary (Individual)</b>	Summary of previous day (to be completed by Kathy on site)
<b>8:00 am</b>	<b>Group Revisions to January 24 Summary (Kathy)</b>	
<b>8:30 am</b>	<b>Priority-setting Exercise (Group)</b>	
<b>9:00 am</b>	<b>Any Changes to the Current SAA Vision and/or Mission? (Kathy)</b>	
<b>9:30 am</b>	<b>What Are Examples of Key Performance Indicators? (Kathy)</b>	
<b>9:45 am</b>	<b>Next Steps (Kathy)</b>	
<b>10:00 am</b>	<b>Adjournment</b>	

**Advance Reading:** *Strategic Leadership: The Essential Skills*, Harvard Business Review, Jan-Feb, 2013.