## Strategic Planning Committee
### SWOT Meeting Agenda
September 13, 2021, 2-4pm
via Microsoft Teams

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00</td>
<td>Call to Order</td>
<td>Chair Chad Cotti</td>
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<tr>
<td>2:00-2:10</td>
<td>Where have we been, are and are heading in the process</td>
<td>Elizabeth Hartman</td>
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<td></td>
<td>Tools and resources</td>
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<td></td>
<td>Introduce SWOT exercise</td>
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<td></td>
<td>Reminder of Meeting Ground Rules and online etiquette</td>
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<td></td>
<td>Questions</td>
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<tr>
<td>2:10-3:00</td>
<td>Define and prioritize Strengths</td>
<td>All; facilitated by Elizabeth</td>
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<tr>
<td>3:00-3:50</td>
<td>Define and prioritize Weaknesses</td>
<td>All; facilitated by Elizabeth</td>
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<td>3:50-4:00</td>
<td>Next Steps; Questions</td>
<td>Elizabeth</td>
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<tr>
<td>4:00</td>
<td>Adjourn</td>
<td>Chair Chad Cotti</td>
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</table>
Strategic Planning Committee Minutes
Monday, September 13, 2021, 2:00-4:00 p.m.
via Microsoft Teams

Attendees:
- Committee Members: Brooke Berrens, Karl Boehler, Vice Chair Jennifer Christus, Rocio Cortes, Chair Chad Cotti, Heather Englund, Damira Grady, Toni House, Grace Lim, Pam Massey, Luiza Nelson, Alayne Peterson, Joe Pirillo
- Project Team Members: Elizabeth Hartman, Kim Langolf, Mina Kuss
- UMC Representative: Shane Nyman
- Other: None

2:00-2:05

Call to Order
Chair Chad Cotti

- Chair Chad Cotti called the meeting to order at 2:00pm.

2:05-2:10

Meeting Agenda Review
Elizabeth Hartman

- Elizabeth Hartman went over the meeting agenda which included:
  - Where have we been, are and are heading in the process.
  - Tools and resources.
  - Introduce SWOT exercise.
  - Reminder if Meeting Ground Rules and online etiquette.
  - Questions.
2:10-3:00

Define and Prioritize Strengths

All

• The committee discussed the strengths that had been submitted.
• They added more strengths to the list.
• They discussed the items on the list and added more details to the broader items listed.
• The committee prioritized the items on the list.

3:00-3:50

Define and Prioritize Weaknesses

All

• The committee discussed the weaknesses that had been submitted.
• They added more weaknesses to the list.
• They discussed the items on the list and added more details to the broader items listed.
• The committee prioritized the items on the list.

3:50-4:00

Next Steps; Questions

Elizabeth Hartman

• Elizabeth Hartman thanked everyone for the great discussion. Next steps include:
  o Small group to synthesize the strengths and weaknesses on the list.
  o Next meeting will be held on Monday, September 20th from 2:00 - 4:00pm to discuss opportunities and threats.
  o May need a small group to synthesize the opportunities and threats.
  o Will combine, compare and contrast the Cabinet SWOT with the committee SWOT to create the final document.
  o More meetings to come in October.

4:00

Adjourn

Chair Chad Cotti

• Chair Chad Cotti thanked everyone for their dedication and passion. He adjourned the meeting at 4:00 pm.

Next meeting: Monday, September 20th.
Strategic Planning Committee
SWOT Meeting Agenda
September 20, 2021, 2-4pm
via Microsoft Teams

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<td>Call to Order</td>
<td>Chair Cotti</td>
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<td>2:00-2:05</td>
<td>Where have we been, are and are heading in the process</td>
<td>Elizabeth Hartman</td>
</tr>
<tr>
<td>2:05-2:55</td>
<td>Define and prioritize Threats</td>
<td>All; facilitated by Elizabeth</td>
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<tr>
<td>2:55-3:45</td>
<td>Define and prioritize Opportunities</td>
<td>All; facilitated by Elizabeth</td>
</tr>
<tr>
<td>3:45-4:00</td>
<td>Next steps; Questions</td>
<td>Elizabeth</td>
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<td>4:00</td>
<td>Adjourn</td>
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Attendees:
- Committee Members: Brooke Berrens, Karl Boehler, Teysha Bowser, Vice Chair Jennifer Christus, Rocio Cortes, Chair Chad Cotti, Heather Englund, Damira Grady, Toni House, Grace Lim, Pam Massey, Luiza Nelson, Alayne Peterson, Joe Pirillo
- Project Team Members: Elizabeth Hartman, Mina Kuss
- UMC Representative: Shane Nyman
- Other: None

2:00

Call to Order
Chair Chad Cotti

- Chair Chad Cotti called the meeting to order at 2:00pm.

2:00-2:05

Meeting Agenda Review
Elizabeth Hartman

- Elizabeth Hartman went over the meeting agenda which included:
  - Where have we been, are and are heading in the process.

2:05-3:00

Define and Prioritize Threats
All

- The committee discussed the threats that had been submitted.
• They added more threats to the list.
• They discussed the items on the list and added more details to the broader items listed.
• The committee prioritized the items on the list.

3:00-3:25

Define and Prioritize Opportunities

All

• The committee discussed the opportunities that had been submitted.
• They added more opportunities to the list.
• They discussed the items on the list and added more details to the broader items listed.
• The committee prioritized the items on the list.

3:25-3:30

Next Steps; Questions

Elizabeth Hartman

• Elizabeth Hartman thanked everyone for the great discussion. Next steps include:
  o Group to get together to synthesize the SWOT.
  o Next meeting on October 6th – SWOT to be finalized.
  o Meetings in October to discuss Mission; Foundational Elements/Values and Vision.
  o Meetings in November to discuss Strategic Priorities.
  o Meetings in December to discuss Strategic Priorities and finalize.

3:30

Adjourn

Chair Chad Cotti

• Chair Chad Cotti thanked everyone. He also encouraged the committee to email opportunities and threats to the project team if they thought of anymore to add to the list. He adjourned the meeting at 3:32 pm.

Next meeting: Wednesday, October 6th.
<table>
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<tr>
<td>3:30</td>
<td>Call to Order</td>
<td>Chair Cotti</td>
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<tr>
<td>3:30-3:35</td>
<td>Where have we been, are and are heading in the process; reminder of Meeting Ground Rules</td>
<td>Elizabeth Hartman</td>
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<tr>
<td>3:35-4:35</td>
<td>Go over SWOT results; determine: 1. If there are any important concepts missing; 2. If there are items which need more information and how to get it; 3. Reach consensus that the Committee is good with the document, subject to any additional information.</td>
<td>All; facilitated by Elizabeth</td>
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<tr>
<td>4:35-4:40</td>
<td>Finalizing SWO(O)T: How we will prioritize and combine with the Cabinet SWOT offline.</td>
<td>Elizabeth</td>
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<tr>
<td>4:40-4:55</td>
<td>Review Mission and Vision as concepts and overview of how we will develop Mission statement</td>
<td>Elizabeth</td>
</tr>
<tr>
<td>4:55-5:00</td>
<td>Questions, next steps, homework</td>
<td>Elizabeth</td>
</tr>
<tr>
<td>5:00</td>
<td>Adjourn</td>
<td>Chair Cotti</td>
</tr>
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Strategic Planning Committee Minutes
Wednesday, October 6, 2021, 3:30-5:00 p.m.
via Microsoft Teams

Attendees:
- Committee Members: Brooke Berrens, Karl Boehler, Teysha Bowser, Vice Chair Jennifer Christus, Chair Chad Cotti, Damira Grady, Toni House, Grace Lim, Pam Massey, Luiza Nelson, Alayne Peterson, Joe Pirillo
- Project Team Members: Elizabeth Hartman, Mina Kuss
- UMC Representative: Shane Nyman
- Other: None

3:30-3:35

Call to Order
Chair Chad Cotti

- Chair Chad Cotti called the meeting to order at 3:32pm. He explained that there was a small group that met to categorize the SWOT.

3:35-3:45

Where Have We Been, Are And Are Heading In The Process; Reminder of Meeting Ground Rules
Elizabeth Hartman

- Elizabeth Hartman presented a PowerPoint. She spoke about the following items:
  - What has happened in the process
  - Strategic Plan Purpose
  - The Strategic Planning Process
  - Meeting Ground Rules
  - What we will be doing today
  - Some next steps
3:45-4:50
Go Over SWOT Results: 1. If There Are Any Important Concepts Missing; 2. If There Are Items Which Need More Information And How To Get It; 3. Reach Consensus That The Committee Is Good With The Document, Subject To Any Additional Information

- The committee discussed the SWOT. They added more items to the SWOT. They also better defined certain items listed on the SWOT.
- Due to the amount of conversation discussed during the SWOT, Elizabeth Hartman said she will review the Mission and Vision at the next meeting.

4:50-4:55
Finalizing SWO(O)T: How We Will Prioritize And Combine With The Cabinet SWOT

Offline

Elizabeth Hartman

- Elizabeth Hartman explained that the Committee and Cabinet SWOT will be synthesized. Once it has been combined, the Committee will prioritize the items.

4:55-5:00
Questions, Next Steps, Homework

Elizabeth Hartman

- Elizabeth Hartman thanked everyone for the great discussion. Next steps include:
  - Synthesizing SWOT with Cabinets and prioritizing items
  - Bringing sustainability into the mix on October 27th
  - Coordinating with Charlie Hill on HLC
  - Mission, Vision, Values/Foundational Elements

5:00

Adjourn

Chair Chad Cotti

- Chair Chad Cotti thanked everyone for the time. He adjourned the meeting at 4:59 pm.

Next meeting: Monday, October 18th.