



THE STRATEGIC PLAN

2017-2020

“SP17-20”

Midwest Sociological Society

YEAR ONEⁱ

Strategic Direction 1: [Diversify Membership & Enhance Member Experience](#)

	Board Meeting I	Board Meeting II	Board Meeting III	Board Meeting I	Status Update following Board Meeting III
Objective 1: Streamline the process for implementation of members-led initiatives. (e.g. progress on retiree proposal)					
	Discussion of possible steps for a process By Whom: Membership Committee	Draft of steps for a process By whom: Membership Committee	Process completed and sent out By whom: Membership Committee	Gather feedback regarding process By whom: Membership Committee & MSS membership	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input checked="" type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 2: Recruitment of underrepresented group to membership & leadership					
	Identify gaps in representation throughout leadership and membership By Whom: Membership Committee	Work with Executive Director to gather appropriate data on current membership By Whom: Executive Director, Membership Committee	Identify and reach out to potential members/ leaders within underrepresented group(s) By Whom: Membership Committee, appropriate contacts	Make recommendations to President regarding potential leaders within underrepresented group(s) By Whom: Membership Committee	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 3: Reduce risk of member data loss or decay					
	Research and benchmark current membership database needs, options for upgrading/improving membership data collection, cost of changes By Whom: Executive Director, Membership Committee Chair	Continue research and compile information to share with board By whom: Executive Director, Membership Committee Chair	If prepared, present recommendation to board, including needs and options/potential with new software/ practices By whom: Executive Director, Membership Committee Chair	Proceed with recommendation and/or request by board By whom: Board, Executive Director, Membership Committee Chair	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 4: Increase ease of membership data access (for Membership Committee)					
	Collect list of regularly needed data and the purpose of collecting this data By Whom: Executive Director & Membership Committee Chair	Include this information in the research (for objective 3a) and prepare plan for making data available Work with current data vendors (i.e. Acceptiva, hard copy membership forms) to improve current data collection By whom: Executive Director, Membership Committee Chair		Respond based on next steps of objective 3a By whom: Executive Director, Membership Committee Chair	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018

Strategic Direction 2: Ensure Utility & Vitality of Meetings

	Board Meeting I	Board Meeting II	Board Meeting III	Board Meeting I	Status Update following Board Meeting III
Objective 1: Investigate options of virtual media. Look into cost.					
	Identify person or persons to contact vendors & get a landscape view of options By whom: Board member volunteer – accountable to Executive Director	Initial short report of options & range of costs By whom: Media Editor and Program Committee		If needed, board decides if proceed & notes if relevant By whom: Media Editor and Program Committee	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 201
Objective 2: Review policies & practices ensuring the quality of sessions					
	Email online discussion By whom: Annual Meeting Committee	Draft of any potential revisions; Consult report "TSQ" scholarly quality By whom: LRP and Annual Meeting Committee			<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 3: Review current status & health of committees. Assess community health.					
	Survey of needs via email to entire membership from Executive Director By whom: LRP	Report results from committee documents; Identify next steps & feed information into LRP luncheon program By whom: LRP and Executive Director			<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 4: Assess the quality of existing community events both positive & negative effects					
	Review recent survey data identified themes and time By whom: Annual Meeting Committee Members	Present themes recommendation to president elect-elect By whom: LRP and Program Chair			<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018

Strategic Direction 3: Balance Financial Growth with Strategic Spending

	Board Meeting I	Board Meeting II	Board Meeting III	Board Meeting I	Status Update following Board Meeting III
Objective 1a: Analyze & perhaps reassess distribution of investments & financial goals					
	Transfer funds & operationalize safeguards By whom: Finance Committee	Consider options regarding the analysis of investments & financial goals (done via email) By whom: Finance Committee	Discuss options (at committee meeting) and make recommendations to board regarding the analysis of investments & financial goals (at spring board meeting) By whom: Finance Committee	Create policy/plan of board-approved direction to present to board at fall board meeting. By whom: Finance Committee, Treasurer	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 1b: Set up annual assessment and of available funds					
			At board meeting, report available funds (if any) to Board. By whom: Treasurer	Implement annual assessment of funds based on Board direction. By whom: Board, Finance Committee	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 2: Develop a strategy for prioritizing spending that enhances our strategic plan					
		Consider options for a strategy to prioritize spending that enhances the strategic plan (done via email) By whom: Board	Prepare and present strategic spending recommendations to board By whom: Board	Take action based on board decisions By whom: Board	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018

Strategic Direction 4: Publicize, Monitor & Enhance the Quality of TSQ

	Board Meeting I	Board Meeting II	Board Meeting III	Board Meeting I	Status Update following Board Meeting III
Objective 1a: Plan special issue, recruit/solicit manuscripts, reviewers, audiences					
	Think about Call for Proposals By whom: Publication Committee, Editors	Decide theme(s) By whom: Publication Committee, Editors		Issue idea & plan drafter By whom: Editors, Guest Editor	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 1b: Coordinate with Routledge on international outreach					
		Meet with Routledge folks By whom: Editors & Routledge	Meet with Routledge folks By whom: Editors & Routledge	Plan drafted By whom: Routledge	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 1c: Gather data on presence of internationalization					
	Discussion with Editors By whom: Editors & Routledge	Discussion with Routledge By whom: Editors & Routledge	Get data By whom: Editors & Routledge	Analyze Data By whom: Editors and interested others	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 2: Solicit ideas for innovation in content					
	Solicit ideas By whom: Editors, Board, Publications Committee	Discuss ideas By whom: Editorial Board, Board, Publications Committee, broadly others		Choose at least one great idea for innovation in content By whom: TSQ Editors	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018

Strategic Direction 5: Provide & Facilitate Professional Development Across MSS Membership

	Board Meeting I	Board Meeting II	Board Meeting III	Board Meeting I	Status Update following Board Meeting III
Objective 1: Establish & Implement certificate plan					
	Decide on certificate proposal form (Board) Email form to chairs By whom: Program Committee	Program committee approve certificate requests By whom: Program Committee	Committees gather certificate recipient info & give to Executive Director By whom: Committees & Executive Director	Committees report out on certificate success (minutes) By whom: Program Committee	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 2a: Survey members (via annual mtg. survey) about professional development needs					
		Revising survey By whom: Annual Meeting Chair	Distribute survey By whom: Annual Meeting Chair	Analyze & distribute results to Board By whom: Annual Meeting Chair	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 2b: Survey students (informally) about professional development needs					
	Create survey By whom: Student Director	Distribute survey By whom: Student Director	Analyze data By whom: Student Director	Act on data gathered By whom: Student Director	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 3: Enhance communication surrounding research grants opportunities					
	Open discussion about ways to communicate to members By whom: Membership Committee	Determine best communication practices By whom: Membership Committee	Implement practices By whom: Membership Committee	Evaluate # of applications By whom: Membership Committee	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018

Strategic Direction 6: [Build Public Engagement & Social Media Presence](#)

	Board Meeting I	Board Meeting II	Board Meeting III	Board Meeting I	Status Update following Board Meeting III
Objective 1a: Define public engagement & discuss its place as board priority					
	Discussion at Fall board meeting	Review board support at spring board meeting By whom: Board		Assess board support and progress By whom: Board	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 1b: Determine interest of membership in public engagement					
		Work with membership committee at spring meetings to develop plan By whom: Board and Membership Committee	Survey developed, sent out to membership By whom: Board and Membership Committee	Collect and analyze survey data By whom: Board and Membership Committee	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 2a: Support MSS members' public engagement efforts					
	Assess available resources and create/identify opportunities By whom: Board	Communicate opportunities to membership (such as website information, RFPs, training modules, etc.) By whom: ED, Media Editor	Invest in or adopt opportunities By whom: Board	Assess current practices and adjust accordingly By whom: Board	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 2b: MSS committees actively support public engagement					
	Review mission of each MSS committee and provide recommendations to board re: changes By whom: All committees	Board reviews recommendations, begin process of bylaws change as needed By whom: Board	Committees begin to work toward new/enhanced mission goals By whom: All committees	Report in committee minutes the engagement work done, review opportunities, needs, etc. By whom: All committees	<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018
Objective 3: Communicate intentionally to the membership and general public regarding the mission of MSS					
	Executive Director prepares communication plan and presents to board; media editor job description created, applications accepted By whom: ED	Board approves communication plan; media editor is named By whom: Board	Next steps taken based on board approval and decisions regarding communications plan By whom: ED, Media Editor		<input type="checkbox"/> Completed <input type="checkbox"/> In-Progress <input type="checkbox"/> On-Hold <input type="checkbox"/> Con't 2018

Recommendations and Process:

- Final version of this report edited by January 3, 2017 (LRP Chair); Final document reviewed by full Long Range Planning Committee by January 13th.
- Board votes on whether to accept the Strategic Plan 2017-2020 (SP17-20) (action led by) MSS President) during January 2017 by electronic vote. The SP17-20 needs to be available to the membership by late January, particularly for those members submitting applications to the RFP due February 17th.
- The strategic priorities items will be added to the MSS Board agendas as noted for each meeting (Executive Director and President).
- The Board identifies a plan to promote SP17-20 and action items at Board Meeting III (March 2017).
- During the fall of 2017 Board Meeting II the accomplishments for each strategic direction are recognized and celebrated as appropriate and a set of 2nd year accomplishments and success indicators are identified.

ⁱ This report is based on the comprehensive document produced by consultant Beth Morrisette who facilitated the content produced by the MSS leadership at the Fall Board Meeting II, Milwaukee WI September 2016. Executive Director Jennifer Talarico contributed significantly to the facilitation process and the written document. LRP Chair Diane Pike completed the SP17-20 document working closely with the ED and the opportunity for feedback was provided to the members of LRP.