

NFBPA

Strategic Planning Session

July 20, 2019

Summer Leadership Conference

Grand Rapids, Michigan

Monica R. Allen, Strategic Planning Chair

Cheryl Orr, Strategic Planning Co-Chair

Overview

- Timeline of Activity
- 2019 Strategic Planning Survey Results
- Mission, Vision and Values
- 2020-2025 Goal/Objective Setting
- Next Steps – Committee Chair Work

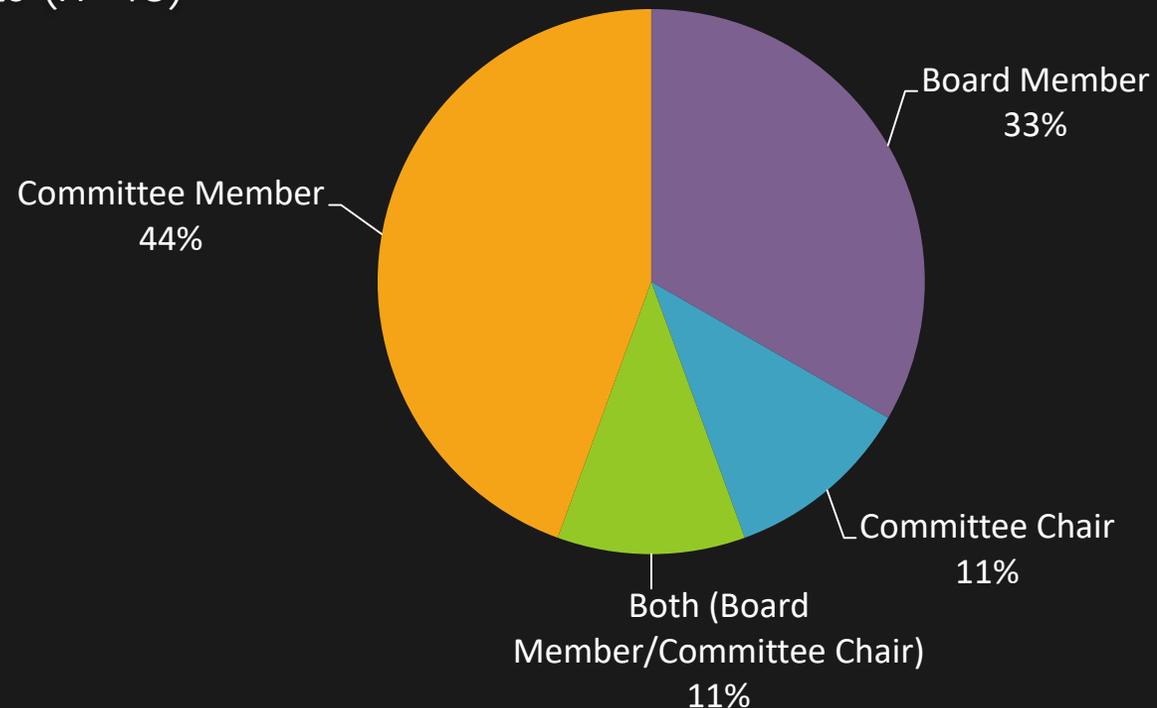
Timeline

	July 2019	August 2019	September 2019	October 2019	November 2019	December 2019	January 2020
Pre-Planning							
	NFBPA Strategic Planning Survey						
Planning							
	NFBPA Board of Directors Meeting	Committee Chairs Work	Committee Chairs Work + Submission of Plans to the Chair of Strategic Planning	Board and Committee Chairs Review the draft 2020-2025 Strategic Plan			
Post-Planning							
					Committee Chairs Continue to Build 2020-2025 Strategic Plan	Send draft of 2020-2025 Strategic Plan to Board for Review	Approval 2020-2025 Strategic Plan (including changes)

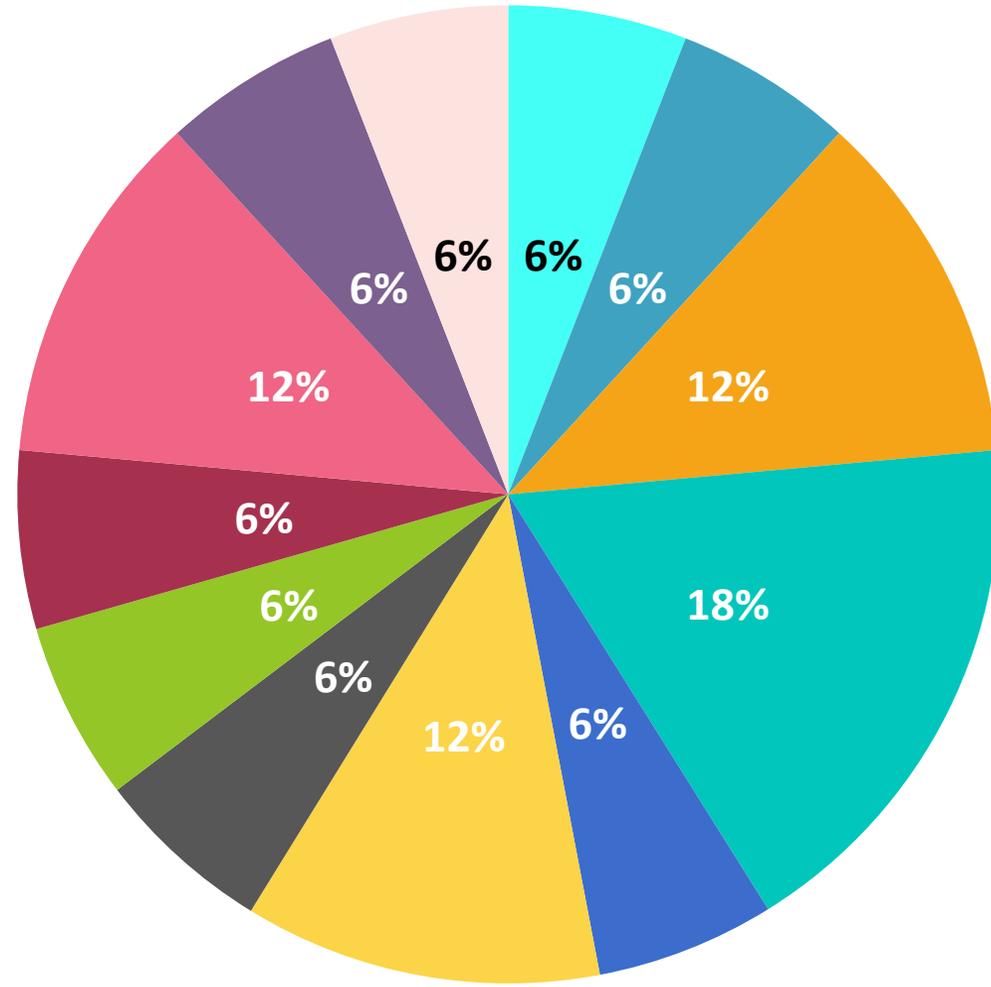
NFBPA Strategic Planning Survey Results FY2020-2025

Methodology + Response Rate

- Survey distributed to roughly 151 Board members, Committee Chairs, and Committee Members
- Survey administered over a two-week period
- Overall Number of Respondents (n=48)
- Overall Valid Responses (n=28)
- Valid Response rate (19%)



Committee Representation via the Survey



- Academic Advisory Council
- Awards Committee
- Bylaws and Elections Review Committee
- CPEC
- Emerging Leaders
- Human Resources Committee
- International Committee
- Marketing and Branding
- Membership Committee
- Nominating Committee
- Program and Public Policy Committee
- Strategic Planning and Development Committee

The current President for NFBPA - Anthony Snipes - has developed a 7-point plan for the organization to focus on over the next two years, using the drag and drop function, please rank from 1 to 7 the items in order of importance.

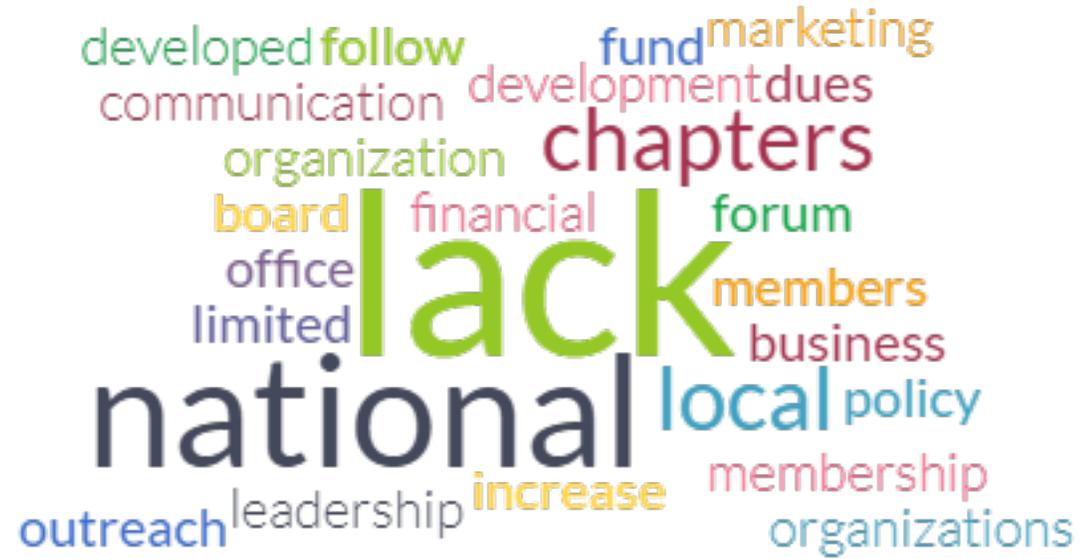
Item	Rank Overall	Board	Committee Chair	Both	Committee Member
Fund Development and Revenue Generation	1	1	3	2	4
Re-Emphasis to the Emerging Leaders and the Next Generation of Leaders	2	2	2	3	1
Close out the 2020 Strategic Plan and Launch Efforts to Create the Vision 2025 Strategic Plan	3	4	1	1	2
Establish a New Membership Initiative (Membership Growth)	4	3	4	4	3
Renewed Emphasis on Public Policy	5	6	6	5	5
Continued Commitment to Members in Job Transition and Retirees	6	5	5	6	6
International Focus	7	7	7	7	7

A word cloud featuring various terms related to professional development and networking. The most prominent words are 'network' and 'public', both in large blue font. Other significant words include 'strength' in yellow, 'leaders' in purple, and 'nfbpa' in blue. Smaller words scattered around include 'field', 'administrators', 'find', 'develop', 'information', 'ability', 'experiences', 'development', 'connections', 'professional', 'day', 'african', 'opportunities', 'networking', 'local', 'leadership', 'governments', 'administration', 'grow', and 'americans'.

What are the strengths of NFBPA?

Themes: Strengths

- History
- Networking
- Professionals

A word cloud of various terms related to organizational weaknesses, with 'lack' and 'national' being the most prominent words. The words are arranged in a roughly circular shape and include: developed, follow, fund, marketing, communication, development, dues, organization, chapters, board, financial, forum, office, limited, lack, members, business, national, local, policy, outreach, leadership, increase, membership, and organizations.

developed follow fund marketing
communication development dues
organization chapters
board financial forum
office limited lack members
national local business
outreach leadership increase membership
organizations

What are some of the weaknesses of NFBPA?

Themes: Weaknesses

- Lack in several areas that should be of focus (clarity, youth in leadership, strong value justification, diversity in funding streams, accountability)
- Recruitment and retention of members, students
- Dues
- Fiscal/financial discipline

A word cloud centered around the acronym 'nfbpa'. The words are arranged in a roughly circular pattern, with 'public' and 'nfbpa' being the largest and most prominent. Other significant words include 'outreach', 'policy', 'growth', 'members', 'young', 'engage', 'development', 'opportunities', 'organization', 'organizations', 'membership', 'generation', 'college', 'certifications', 'administrators', 'opportunity', 'core', 'black', 'professionals', 'developing', 'programs', 'development', 'professional', 'opportunities', and 'organization'. The colors of the words vary, including shades of blue, green, orange, purple, and red.

administrators certifications college
opportunity outreach policy
core public generation membership
professional development growth
nfbpa opportunities organization organizations
black engage other members
professionals young programs
developing

What are some of the opportunities for NFBPA?

Themes: Opportunities

- Professional growth, networking
- Engaging younger members and new members
- Brand
- Partnerships with other organizations
- Governance

administrators financially
members public forum
continuing leadership black changing
local organization membership funding
environment organizations change
other^{i.e.} lack
failure chapters development
government programs professional

What are the threats to the success of NFBPA?

Themes: Threats

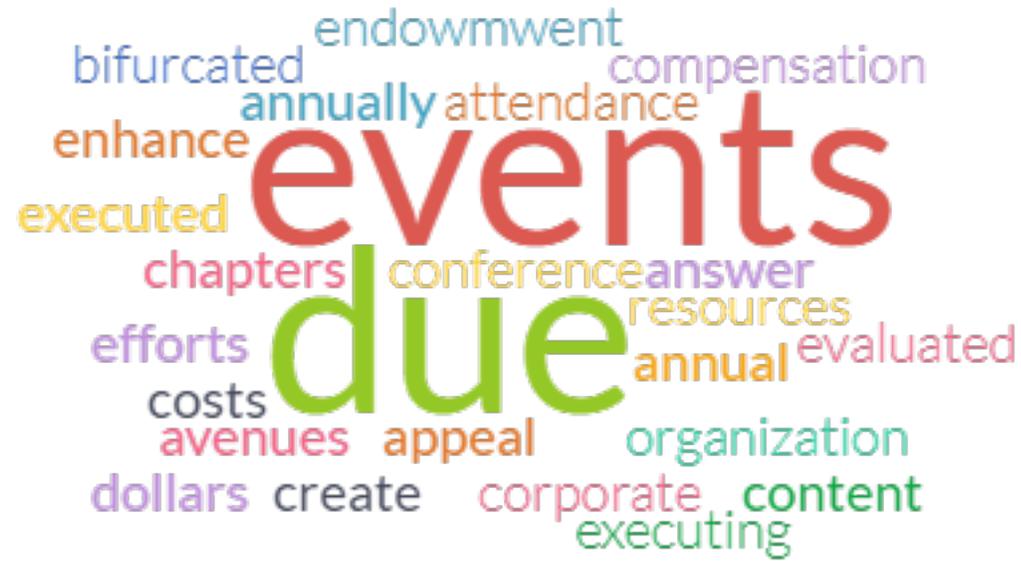
- Decline in government support
- Not recruiting young professionals
- Adaptation to change/lack of value proposition
- Leveraging technology

Over the next five years, the NFBPA intends to focus on the most critical priorities for the organization, what would say the Board should primarily focus on and why?



Themes: Priority Areas

- Members
- Programs
- Funding
- Technology
- Marketing/PR
- Staffing
- Local Chapter Relationships

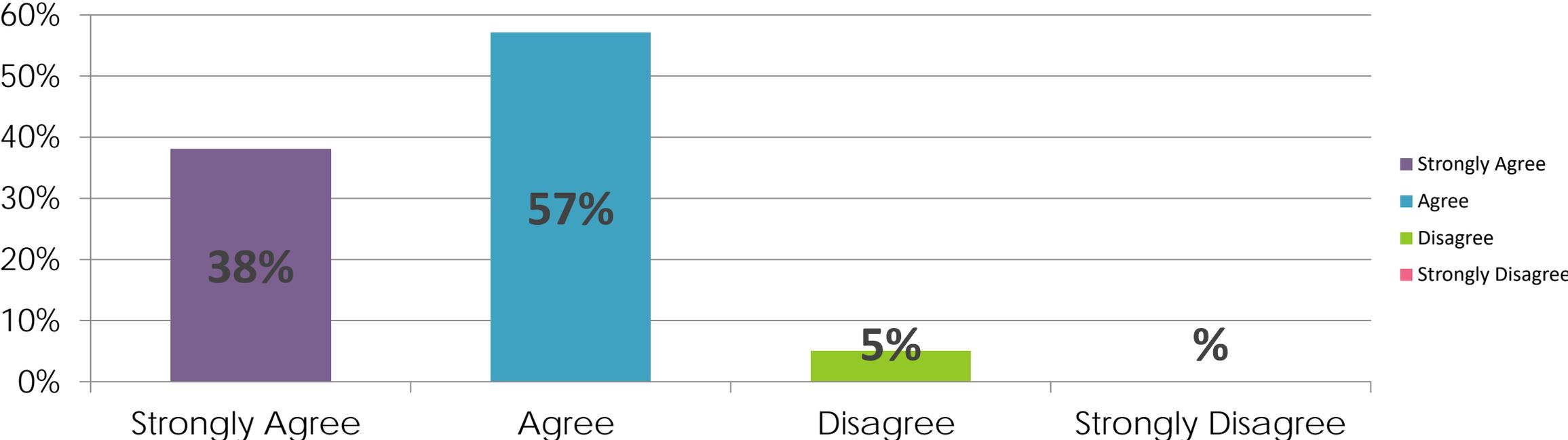


Is there anything that NFBPA should stop doing over the next five years? If so, what and why?

Things to Consider Stop Doing: Quotes

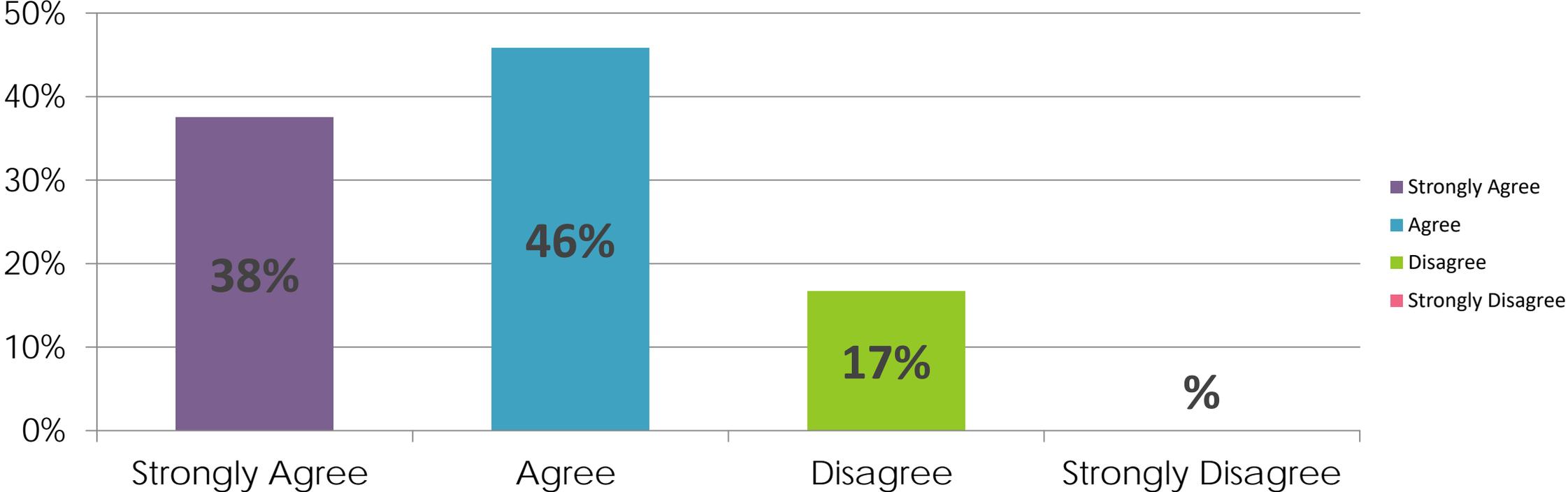
- Spending so much of corporate and organization dollars on social events Create avenues to use some of the corporate resources to grow the endowment
- Annual Golf Tournament Fundraisers; I simply do not understand the appeal of Golf as a sport. It's incredibly inaccessible to the layman/woman.
- Hurting relationships with vendors and potential sponsors due to the inability to follow up on open matters and being responsive in a timely manner.
- Unsure
- Reduction of quarterly meetings due to costs because technology can be a means to get the work done.

NFBPA has moved in the right direction over the past two years? (n=21)



7 individuals mentioned Don't Know (responses not included in the result)

3 individuals mentioned Don't Know (responses not included in the result)



NFBPA is well-positioned to continue moving the organization forward on the right path? (n=24)

Synthesis

- Out of the 7-Point Plan items, the following ranked the highest in terms of priority:
 - Fund Development and Revenue Generation
 - Re-Emphasis to the Emerging Leaders and the Next Generation of Leaders
 - Close out the 2020 Strategic Plan and Launch Efforts to Create the Vision 2025 Strategic Plan
- Respondents embraced our history, networking opportunities and professionals in our organization are strengths but that we may need to strengthen the areas of recruitment and retention, the criteria for dues, and fiscal discipline

Synthesis (cont'd)

- Respondents indicated our opportunities are in professional growth and development, networking, member engagement, branding and partnerships and that the threats could be decline in government support, not recruiting young professionals, not adapting to change or defining a value proposition and not leveraging technology
- Respondents mentioned priority areas should include ones that were also determined in the previous strategic plan: Staffing, Funding, Programs, Chapter Membership and Public Relations/Technology
- In terms of if organization is positioned to go forward, individuals that selected “disagree” mainly focused on the need for members to be more proactive in providing input, making sure the organization increases its visibility otherwise it may become extinct, and need to be open and transparent and have tough conversations otherwise change will not occur.

Vision, Mission and Core Values

Vision, Mission and Core Values

Vision

NFBPA is the nation's premier organization which inspires leadership development and service excellence with integrity and accountability, while transforming the way we govern.

Mission

- To serve as a catalyst for linking public and private organizations, as well as academic institutions to support the professional development of African-Americans choosing public service careers.
- We prepare and groom leaders by mentoring, coaching and providing leadership development for African Americans choosing public service.
- We employ multiple modes of communication and cutting-edge leadership principles to enhance knowledge and skills for professional advancement of its members.

Vision, Mission and Core Values (con'd)

- Accountability
- Commitment
- Excellence
- Inspiring
- Integrity

Goals + Objectives Setting 2020-2022

Goal Setting Process

Goals: Broad strategic ideas, concepts or statements, if using objectives. If not, then the goals should be specific, tangible and measurable statements.

- Break into groups by topical area/committee and list the 3-5 goals the organization should consider in its plan
- Report out to large group on your table's work
- Large group will select 3-5 goals based on table report outs
- Goals are then used to set the objectives (if applicable)

Alignment of Committees to Goals + Objectives

- Determine what goals/objectives your committee aligns to and what you will focus on building out over the next two-three months (actions or tactics)

Questions for consideration:

- What other committees do you need to work with to determine the tasks for the next five years?
- What work has already been done and you can expand on for your committee?

Next Steps

- Committee Chairs: Hold regular meetings in August/September and send to Monica Allen the specific actions or tactics for the next five years
- Post today, Monica will send a template and instructions to each of the Committee Chairs for completion
- The Strategic Planning Committee will then develop a start point strategic plan draft for the Board to consider during its October 2019 meeting
- 2020-2025 Strategic Plan adoption in January 2020

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