

August 2011 Strategic Planning Report

Preface: Many, many fantastic ideas were presented by participants at the strategic planning session by the 16 coaches in attendance. In fact, there were more ideas than the board could realistically discuss in one weekend.

We managed the data by grouping items into categories, and then the board ranked, or prioritized the ideas (sort of like forensics). It was impossible to create an action plan in one weekend for all the ideas presented. Just because an item may not have an action plan at this time does not mean it will never be enacted – it merely means we did not have time to discuss it yet. On the other hand, some great ideas may take a long time to enact, or may ultimately involve things that are out of our control, or are impractical or impossible.

These ideas will be examined and discussed at the clinics, and in some cases, membership surveys will be done. Items which are deemed to be more important by the membership will be moved up.

We would like to sincerely thank the participants in the planning session – their input was invaluable!

Goal: Improve State Tournament

Priority and/or Time Frame: High and/or Immediate

- Create a “State Tournament” Committee, composed of the Tournament Director, the Site Director, and the Congress Director, plus approximately four other coaches.
 - Action Plan: President will hire personnel listed above.
 - Action Plan: Committee will be named and charged with running the tournament.
- Develop a “select” judge pool for semi-finals and finals at state
 - Action Plan: Tournament Committee will begin process to enact plan
- Increase Tab room efficiency
 - Action Plan: Tournament Committee will identify Tab Room staff
 - Action Plan: Tournament Committee will identify/articulate Tab procedures, including: create documents that legislate tie-breaking, semi-final section sizes, and an auditing procedure.

- Change Tournament Schedule to be more realistic
 - Action Plan: Tournament Director will study feasibility of changing schedule.

Priority and/or Time Frame: Medium and/or mid-range

- Assess and improve State Tournament Award Ceremony
 - Action Plan: Conduct membership survey.
- Shorten rules
 - Action Plan: Instruct Category Committee to assess need/feasibility

Priority and/or Time Frame: Low and/or long-range

- Institute a qualifying process for state tournament
 - Action Plan: Discuss at clinics; Past-President will conduct membership survey.
- Create awards divisions at State Tournament based on Team Size rather than School Size
 - Action Plan: Discuss at clinics; Past-President will conduct membership survey.

Goal: Improve Invitational Tournaments

Priority and/or Time Frame: High and/or Immediate

- None at this time

Priority and/or Time Frame: Medium and/or mid-range

- Develop more standardized invitations among schools
 - Action plan: None at this time
- Post an informative “blurb” about each tournament to post on calendar
 - Action Plan: Webmaster may begin to develop various blurbs

Priority and/or Time Frame: Low and/or long-range

- Alternate weeks for extemporaneous topics (international v. domestic)
 - Action Plan: None at this time
- Designate/create/identify universal tab and registration software for use by tournament hosts.
 - Action Plan: None at this time

Goal: Improve relationship with WHSFA

Priority and/or Time Frame: High and/or Immediate

- Reach out to WHSFA members

- Action Plan: Board members will personally contact various WHSFA Committee members
- Refrain from negativity regarding the WHFSA
 - Action Plan: Board members will use positive language when referring to the WHFSA
 - Action Plan: Board will frame our deviation language without negative bias

Priority and/or Time Frame: Medium and/or mid-range

- Minimize deviations
 - Action Plan: Board will initiate discussion of creating more open-ended rules

Priority and/or Time Frame: Low and/or long-range

- None at this time

Goal: Improve Public Relations and Communications

Priority and/or Time Frame: High and/or Immediate

- Enhance the image of the WFCFA
 - Define “forensics” in a “sound bite”
 - Action Plan: PR Director will research existing options
 - Action Plan: Past-President will solicit opinions during clinics
 - Add Facebook page
 - Action Plan: Webmaster will develop a Facebook page
- Implement/increase communications with school administrations
 - Action Plan: President-Elect will create and send mailing to all Wisconsin high schools
 - Action Plan: PR Director will send letter to school administrators of all teams placing at state
 - Action Plan: PR Director will send letter to school administrators celebrating coach service, tournament hosting, scholarships, or other acclamation
- Assist member schools with community public relations
 - Action Plan: PR Director will write and provide member schools with generic press releases to be used to contact local media
- Recruit new schools
 - Action Plan: President-Elect will create and send mailing to all Wisconsin high schools (see above)
 - Action Plan: Webmaster will create “Interested in Joining” Tab

Priority and/or Time Frame: Medium and/or mid-range

- Create historical repository/archives

- Action Plan: PR Director will work with Deano (and possibly an intern) to locate and assemble our historical archives
- Establish Twitter account to notify members of updates at state tournament and other news
 - Action Plan: Webmaster will establish Twitter account
- Add FB/Twitter buttons to our website
 - Action Plan: Webmaster will add Twitter and Facebook buttons to our website
- Create and enact a “branding” plan
 - Action Plan: Board will recruit designer to develop a new logo
 - Action Plan: PR Director will create a “branding campaign”
 - Action Plan; PR Director, Webmaster, and Board will work together to create merchandise, website and forms that reflects the “brand”
- Create a communications position on the board, separate from the PR Director
 - Action Plan: Board will discuss
- Add a communications page on main webpage
 - Action Plan: Webmaster will explore options regarding online bulletin boards, etc.
- Establish an online newsletter
 - Action Plan: None at this time; awaiting discussion on communications position

Priority and/or Time Frame: Low and/or long-range

- Create an online suggestion box
 - Action Plan: None at this time
- Engage famous and successful alumni as spokespersons
 - Action Plan: None at this time

Improve Support for Coaches

Priority and/or Time Frame: High and/or Immediate

- Provide support to new coaches
 - Continue coaching mentorships
 - Action Plan: Program Assistance Director will continue to contact new coaches and offer coaching mentorships
 - Update and distribute New Coach Handbook
 - Program Assistance Director will obtain file, make updates and provide to new coaches

- Support struggling coaches
 - Action Plan: Program Assistance Director will make assistance available to struggling coaches (not just new ones)
- Provide more social opportunities for coaches
 - Action Plan: None at this time (except for Coach recognition banquet – see below)

Priority and/or Time Frame: Medium and/or mid-range

- Create a coaching handbook of best practices
 - Action Plan: None at this time
- Collect membership data earlier
 - Action Plan: None at this time
- Encourage coaches to share of best practices
 - Action Plan: None at this time, except via clinics
- Offer Post-State Tournament dinner for teams
 - Action Plan: None at this time
- Offer a new coaches' retreat
 - Action Plan: None at this time
- Create coaching sessions/lectures/DVDs
 - Action Plan: None at this time
- Provide support for challenges specific to non-staff coaches
 - Action Plan: None at this time
- Provide more opportunities to recognize coach service an success
 - Develop an Awards Committee
 - Action Plan: Board will discuss
 - Hold Coach Recognition dinners (invite emeriti coaches) after Spring Meeting
 - Action Plan: None at this time; awaiting discussion on Awards Committee
 - Establish other awards, such as New Coach, Service, Most improved, etc.
 - Action Plan: None at this time; awaiting discussion on Awards Committee

Priority and/or Time Frame: Low and/or long-range

- Identify and capitalize on the strengths of our coaches by creating a survey
 - Action Plan: None at this time

- Skype meetings
 - Action Plan: None at this time
- Videotape state champion performances (after the tournament)
 - Action Plan: None at this time

Improve Support for Students

Priority and/or Time Frame: High and/or Immediate

- Top 10 ways to raise your ranks!
 - Action Plan: Bonni and Mary will create this document
- Revise scholarship application and procedure (Bonni and Mary)
 - Action Plan: Bonni and Mary will revise scholarship process
- Add student tab on web page (With Top 10, Scholarship information, Alumni info, etc.)
 - Action Plan: Webmaster will create student Tab

Priority and/or Time Frame: Medium and/or mid-range

- Incorporate Student representatives in WFCA leadership
 - Action Plan: None at this time
- Invite state champs and parents to our dinner
 - Action Plan: None at this time (will require cost study)
- Create Alumni association
 - Action Plan: None at this time
- Create Student Alumni video – what did you take away from forensics?
 - Action Plan: Bonni Knight will begin work on this

Priority and/or Time Frame: Low and/or long-range

- Creation of all-state team (not just for “champions”, but based on dedication and service to team, nominated by coaches)
 - Action Plan: None at this time
- Provide student communication opportunities online
 - Action Plan: None at this time (although it might be possible to incorporate our Facebook page for this)
- Provide student suggestion box online
 - Action Plan: None at this time
- Create Forensics performance Expo
 - Action Plan: None at this time

- Invite student alumni to present awards/and judge
 - Action Plan: None at this time

Improve Judge Quality

Priority and/or Time Frame: High and/or Immediate

- Create Judging Committee
 - Action Plan: Board will discuss
- Encourage coaches to judge more
 - Action Plan: None at this time
- Continue judge training at every coaching clinic
 - Action Plan: Past-President will incorporate judge training into clinics
- Support optional judge training
 - Action Plan: Board will publicize and offer support to schools offering optional judge training
- Create Judge awards
 - Action Plan: None at this time; awaiting discussion on Awards and Judging Committees
- Encourage early tournaments to offer judge training/shadowing
 - Action Plan: None at this time
- Revise judging handbook
 - Action Plan: Bonni will make first revision

Priority and/or Time Frame: Medium and/or mid-range

- Create online judging pool forum (à la match.com)
 - Action Plan: None at this time

Priority and/or Time Frame: Low and/or long-range

- None at this time

Improve Financial Support

Priority and/or Time Frame: High and/or Immediate

- None at this time

Priority and/or Time Frame: Medium and/or mid-range

- None at this time

Priority and/or Time Frame: Low and/or long-range

- Seek corporate sponsorships
 - Action Plan: None at this time
- Incentivize tournament (first-time) hosts with monetary incentives
 - Action Plan: None at this time

Improve WFCFA Leadership

Priority and/or Time Frame: High and/or Immediate

- Increase decision-making transparency
 - Improve committee chair selection process
 - Action Plan: President will solicit potential committee chairs at spring meeting and choose members in summer
- Increase access to leadership positions
 - Action Plan: Board will discuss establishing term limits for committee chairs
 - Action Plan: Board will discuss establishing awards and judging committees

Priority and/or Time Frame: Medium and/or mid-range

- None at this time

Priority and/or Time Frame: Low and/or long-range

- Hire a staff member
 - Action Plan: None at this time

Ideas we felt were not within our provenance, yet were worth mentioning:

Encourage schools to enhance communications and relationships with parents
 Encourage schools to reach out to feeder middle schools
 Encourage tournament hosts to include meals in fees