TOPIC: Nonprofit Centre for Excellence 2017 Plans & Activities

DATE: MONDAY, JANUARY 9, 2017
Please click [here](#) to access the recorded discussion.

**Discussion Background:**
The most effective strategic planning processes begin with the end in mind. That requires discipline and a commitment to *Thinking*, then *Planning*, then *Acting*—a systems approach to strategy development, implementation and evaluation. The ASP Body of Knowledge Attribute 1 defines a systems approach to planning in this way:

> A systems approach begins with defining terms; establishes consensus on desired outcomes; creates strategies, tactics, processes to achieve those ends and explicitly addresses the human and financial capital that will be required to achieve them; and determines how progress will be measured, results evaluated, and adjustments made to strategy and tactics based on what is learned through implementation and assessment. The systems approach incorporates strategic thinking, leading and leadership development, people, technology, processes, change management, rewards and recognition to incentivize desired behaviors, clear communication, inclusion and transparency, customer and stakeholder value creation, and organization culture.

Welcome by NPCE chair Denise McNerney; planning for 2017 to help us continue to raise the bar for nonprofit strategic planning

**Year in Review**

- Increased outreach
  - ASP chapters, Strategic Planning for Nonprofits LI group
- Doubled email contact list
- Steady growth in 1st Mondays attendance
- Helped guide development of nonprofit content in 2016 ASP conference
- Secured ASP commitment to offer NPOs in NorCal free participation in pre-conference Master Classes and actively engaged in promotion of the opportunity
- Supported NorCal chapter to promote the first QuickFire Planning Challenge
- ASP research on effective strategic planning practices in the NP sector cited in a planning textbook
- Looking to repeat the research; asked for suggestions/outreach to potential funders to help support this effort.

**Discussion Questions**

1. **Future First Mondays discussion topics**
   a. Preference: More general discussion about planning? More focused discussion on specific planning topics (e.g. Aligning Organizational Strategy with Fund Development?)

   - What is the board’s role in planning? Governance role of the board vs. leadership role? Where are the lines/how do we manage those boundaries?
   - Practices to engage NP stakeholders in the planning process? What works? What doesn’t? What are the opportunities to do this? What are the pitfalls?
   - How are NPs looking at performance? How do they communicate progress to their stakeholders?
   - More focused topics resonate most.
• Notes will be posted to the NPCE page by the end of the following week; email with link to recording of the session will be sent to the NPCE list the following week?

2. Thoughts on engaging the nonprofit community in the ASP Annual Conference in Toronto
   a. Call for Speakers ends 1/13. Suggestions?
   • Online attendance-is there an opportunity to do this?
   • Confirm that conference materials will be available to ASP members after the conference.
   • How to deal with/manage change in rapidly changing environments. How to prepare and weave this explicit effort into the planning process.
   • Scenario planning

   a. Discussion re: how to expand ASP’s outreach to nonprofit organizations via the Challenge.
   • Expanding to engage other ASP chapters
   • Requires: committed champions to organize/Manage the effort
   • Template established in 2016-available to help inspire the work elsewhere
   • Possible locations in 2017: Kansas City and Hawaii
   • Opportunity for consultants to connect with possible clients; opportunity for corporate planners to meet their personal/organizational social action goals

4. How can ASP and the Nonprofit Center most effectively support those in the nonprofit community responsible for creating and implementing strategy?

   • ASP is exploring adding other Communities of Practice/Affinity Groups (e.g. Government affiliated planning practitioners) in 2017.
   • Participation presents excellent opportunity to expand network; create outreach resources among similar professionals.
   • Seeking volunteers for NPCE activities: 1st Mondays, research effort, please let us know if you are interested in becoming involved.