

Michigan Angus Association 2020 Vision Strategic Planning Committee

March 2009

The Long Range Planning

During the spring of 2007, the Board of Directors and the Executive Board decided to conduct a long range planning session for the Michigan Angus Association (MAA) in an attempt to rectify some operational shortfalls we had experienced. We decided to analyze what the MAA, as a volunteer organization, was being successful at and what needed improvement.

Purpose

The purpose of the 2020 Vision was to evaluate how we are doing things now, how to improve them if needed and what should we do in the future. The main purpose of this process was to better serve Angus Breeders and commercial cattlemen in Michigan and neighboring states.

Process

The process began in May 2007 with a series of meetings. Volunteers from the MAA, mostly from the current board met and were given some background information on the cattle industry in general by Dan Buskirk, PhD, and an overview of some planning criteria by Ken Geuns, an MSU Extension Specialist and a MAA member. Many of the committee members also attended the American Angus Association Angus Outreach meeting in April 2007. A survey was sent to MAA members to obtain input from the general membership.

Our committee members then began to evaluate various topics, functions and organizational items the MAA is involved in and graded each topic as a Strength or a Weakness and whether it represented a Threat or an Opportunity to the organization. The topics covered a broad range, from our current Marketing avenues, such as the Beef Expo, the MAA Fall Sale, current member services, the Michigan Angus Auxiliary, the Michigan Junior Angus Association to communication and education to commercial cattlemen and new members.

The group also identified various Internal and External issues that affected the MAA and the members. Examples of External issues identified were Communication, Education and Marketing. An Example of an Internal issue was identified: Association Policies and Procedures (Bylaws, Operating Standards and the Annual Goals of the Board).

Association officer responsibilities were analyzed and reviewed to study the responsibilities of each office and committee. From this information, a "Job Profile" was drafted listing the duties of each office/committee position. This information can be made available to potential candidates for these positions. The current advertising and communications were also reviewed and listed. As a result, the committee has developed "Action Plans" for each event, so each person has a written guideline to plan and schedule each event.

Results

As a result of the Planning Committee's efforts, there are some items identified as needing attention have already been completed.

- 1) Outlines of Job Descriptions for the current Officers and Board positions and committee chairs have been completed, along with suggested timelines for the actions required to keep the Association functions moving.
- 2) We have launched a Michigan Angus Association website in the spring of 2008. The website also includes pages for the Michigan Angus Auxiliary and the Michigan Junior Angus Association. The website includes a member directory, our newsletters, classified advertising available for our members and outside vendors and a calendar of events.

Summary

Although the committee has identified many topics and issues that need attention, there are some issues that the committee feels should have input from the general membership of the Association. Furthermore, the committee feels a strong need to continue meeting and make sure many of the operating procedures identified are put into effect.

The Association secretary, Pam Bryson, has graciously acted as secretary for all of our meetings and has typed up the results of each meeting and the work developed so far. Anyone wishing more detail can contact Pam for copies.