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**AMERICAN VOLKSSPORT ASSOCIATION  
COMMITTEE REPORT**

**FOR THE STRATEGIC PLAN IMPLEMENTATION/COORDINATION COMMITTEE**

**FOR THE June, 2018 National Executive Council Meeting**

**FROM (Name): Nancy Wittenberg, Chair**

**ACCOMPLISHMENTS:**

1. Reviewed and updated the entries in the OnStrategy application as I've spoken or heard from committee chairs.
2. Created Word or PDF documents from OnStrategy that will be sent to Strategic Plan committee chairs and those responsible for accomplishing activities.
3. Talked one-on-one with the Membership Chair and with Henry Rosales.

**ACTIVITIES:**

See Above.

**CONCERNS:**

1. We will be reviewing the Strategic Plan at this NEC meeting. Are the goals and objectives still what we need to increase participation?
2. We do not have a Governance Committee, to handle the fourth "leg" of our Strategic Plan. Previously the Governance Committee was Wayne Holloway and Bob Wright. They developed Bylaws changes only one of which was accepted by the clubs. How are we going to make Governance changes? I can see that we are still concerned not with Board-type issues, but with operational changes. The RDs need to work together and separately from the NEC/Board to make policy changes that can then be passed by the NEC/Board.
3. We must get a lot of the "stuff" out of Bylaws and moved to Policy. Bylaws must do this. I have a form that will help clubs understand why we are making Bylaws changes.

**RECOMMENDATIONS:**

1. Complete the review of the Strategic Plan at the Albany, NY NEC meeting.
2. Help the Bylaws Committee change the Bylaws for acceptance by the clubs.

## AVA Strategic Plan

### Review of the Plan

6/9/2018

### Why are we here doing this?

- “Plans are worthless, but planning is everything.” (General Eisenhower). Nothing survives without contact with reality, and will frequently have to change.

## Some Questions

- This plan runs until 2020 to complete.
- What is most important?
- Where should we be spending the limited money, staff time and volunteer hours we have?
- Are the Objectives correct for the position we are in right now?
- Are the tasks getting us where we need to go with regard to that objective?

## Purpose/Vision/Mission/Values

- Purpose – Promote health, fitness, well-being
- Vision – Increasingly engage ... in walking....
- Mission – Promote & Organize non-competitive activities that encourage ... fun, fitness, friendship
- Values – -Health and Safety; Volunteering & Public Service; Non-competitive & Inclusive; Adventure & Camaraderie; Environmental Stewardship; Transparency & Accountability

## Mission/Member Impact

**Key Focus Area:** Improve the Quality and Value of Member Benefits and Programs.

**Strategic Goal 1:** Promote and Organize fitness activities that encourage lifelong fun, fitness and friendship for all ages and abilities.

This goal statement IS our mission.

## Goal 1 Objectives

- Retain and grow all levels of AVA membership
  - What are “levels of membership?”
  - Are we thinking too narrowly?
  - What levels have been proposed?
  - Where is the database at with regard to “people?”