

THIRD AND FINAL SESSION - October 13, 2011

In the third and final strategy session, with approximately 20 people in attendance, the group processed several key items--revisit of the vision statement, critical review and decision on the "big questions", and development of a strategy screen and several key organizational, programmatic and operational strategies.

Vision Statement Revised

NoMCO is a vital organization that actively and effectively collaborates with other organizations, acting as a unifying force to help support and promote Maywood's best assets: interesting people, diverse history, lovely homes, and timeless opportunity.

Strategy Screen

The group developed a few guiding principles against which new opportunities and/or decisions can be tested and filtered for better decision-making aligned with strategic purpose.

We will undertake activities, programs and/or make decisions that...

- 1. Are consistent with our mission of promoting unity and community pride.*
- 2. Have high positive impact to improve the community*
- 3. Are likely to attract new and younger members*
- 4. Promote our image as an effective collaborator*
- 5. Complement rather than compete with other organizations*

Big Questions

Through group discussion several big questions were identified as requiring a strategic response at this time. A couple were viewed as related to each other and so are combined below:

How do we grow membership and volunteer involvement to ensure that we remain relevant and sustainable, taking into consideration our older population of active members and the opportunity presented by village-wide membership potential due to expanding our borders?

An additional issue invoked a lot of passion but not clear agreement on the need for strategy development at this time: *How do we balance inside-out and outside-in strategies in order to achieve a harmony of purpose among the NoMCO members?* Discussion during the second session would suggest that mere awareness of this issue might help program development and committee focus using a 70/30 rule for effort and resources devoted to internal pride versus external promotion.

Strategies

The group developed various strategies as an over-arching approach which need to be supported by specific action steps following this meeting. The group decided to use the next meeting to finalize the committee structure and will ask the committees to flesh out the action steps and measurables to support each strategy.

Organizational strategies:

- We actively collaborate with organizations across Maywood (North and South), including youth organizations and schools.
- We proactively communicate our mission and vision across Maywood through multiple media and other organizations.

Programmatic strategies:

- We design programs to be inclusive so that kids, youth and young adults can participate too.
- We choose places to meet outside the old border for NoMCO
- We create an environment that is welcoming for families to be able to participate.

Operational strategies:

- We ensure that all of our interactions and communications reflect our mission of promoting a sense of unity and community pride.
- We use inclusive and proactive agenda-building techniques to foster involvement and ensure relevance.
- We proactively anticipate leadership transitions through succession planning and project debriefs in order to model and teach new generations of members.
- We align our committee structure to support our strategies with specific action steps, including membership, program, and communication committees.

Next Steps

1. Board members are asked to review and correct all of the above.
2. Committee structures to be established at next meeting, who will then flesh out action steps for each strategy.