



## **DRAFT AGENDA**

### **Strategic planning session**

**July 28, 2018**

**Hyatt Regency Milwaukee  
Milwaukee, Wisconsin**

10:00 – 10:30 *Purpose & Objectives; Member Value Survey Review*

10:30 - 11:15 *Exercise 1: Expressing core values*  
What is the association for?  
What is our bedrock?  
What is our main purpose?

11:15 - 11:30 *Exercise 2: Prioritizing core values*  
(stickerboard exercise)

11:30 – 12:15 *Exercise 3: Expressing Strategic Goals*  
What is it we should be doing?  
What do we want to organize around?  
What directions do we want to grow towards?

12:15 - 12:30 *Exercise 4: Prioritizing strategic goals*  
(stickerboard exercise, discussion)

12:30 – 1:00 *Working lunch – Tying our goals to strategic choices*  
What key activities follow from our values and goals?