Sample Strategic Planning Meeting Agenda

Pre-work:

- Identify who needs to be at the meeting; Include those who have authority to allocate resources or change curriculum
  - Internal company – Human Resources, technical training, field managers, workforce development, community relations, program sponsor
  - External – educators, workforce boards, vocational school teachers, students

- Identify the objectives of the meeting
  - What are the issues with the current program?
    - Leadership/direction
    - Curriculum
    - Lack of student interest
  - What needs to be accomplished?
    - Additional resources assigned
    - Change in school and/or curriculum
    - Change in marketing
  - What will program success look like?
    - More students participating
    - More involvement by colleges and vocational schools

Agenda

- Overview of current program
  - Objectives
  - Scope
  - Expectations
  - Participants

- Status of program
  - # of participants
  - # of hires
  - Retention rate
  - Diversity makeup

- Program issues
  - Discussion from each stakeholder on what are the concerns
  - Does the program meet current expectations? If not, what’s missing?

- What needs to be done to improve the program?
  - Is the program meeting expectations
    - Clarify or redefine the expectations
    - Identify short term goals
  - What changes need to be made?
    - Tie into themes
      - Recruitment – are we targeting the right groups?
      - Training – do we have the instructors and classrooms?
      - Resources – do we have the right people/groups overseeing the program?
      - Curriculum – are we teaching the right courses? Do they provide the students with the training needed for the internships?
- How will you measure the changes?
  - What performance measures need to be in place to assess progress
  - How will the data be captured and reported on
  - Who has responsibility for reporting on progress

- Next Steps
  - Review the short term goals
  - Define action steps to achieve the goals along with timeframes
  - Assign responsibility to each of the goals
  - Schedule regular update meetings to review progress