

2017 Strategic Planning

The Company of Fifers & Drummers



Strategic Planning Process

- Special Committee Meeting, June 18
 - Goal: Using the feedback that we received from the 2016 Survey and our experience as leaders in the community, develop a draft strategic plan that will act as a North Star to guide Company decision-making for the next five years.
 - Method:
 - Ground Rules
 - Review [Survey Results](#)
 - Discuss desired OUTCOMES (not immediate actions)
 - Align on strategies and actions to meet those outcome
- Results documented and validated with Trustees
- Summary and Next Steps
 - A summary of the workshop is [here](#)
 - Next Steps: Align on a realistic timeline to support the timely execution of actions and strategy in support of the Company goals

Strategic Plan - 3 Year Snapshot, by Theme

2017

2018

2019

Museum and HQ

- Stabilize HQ/Museum property
- Clarify and publish member use policy for Museum
- Complete drum catalog
- Engage local museums
- Establish a Hospitality Committee to ensure groups are welcomed

- Develop a "traveling exhibit"
- Rotate Museum collection
- Develop a "community events" outreach program

- Develop Archives "work area"
- Evaluate options for more space for the collection
- Establish regular Museum hours

Improve Communication and Engagement

- Establish a Public Relations committee and develop communication strategies
- Institute an email Newsletter
- Implement Online conferencing for quarterly meetings
- Establish a special events committee and plan Adult Education Camp
- Develop comms to spell out how people can participate in committees

- Establish an electronic Ancient Times
- Deliver Adult Education Camp
- Form a committee to explore individual member enfranchisement (may include a full review of membership guidelines in the Bylaws)
- Develop post-college re-engagement strategy
- Conduct 2018 Survey

- Improve Adult Education Camp
- Implement individual member enfranchisement recommendations
- Conduct 2019 Survey

Manage the Organization

- Establish standards for Committee Reports
- Develop 2017-18 Operating Budget
- Corps membership online
- Develop a membership campaign strategy

- Develop 2019 Operating Budget
- Conduct 2018 Membership Drive

- Develop 2020 Operating Budget
- Conduct 2019 Membership Drive

Promote Fife and Drum

- Improve support materials for Member corps
- Company YouTube Channel

- Conduct US 250th Anniversary Planning
- Explore the feasibility of developing a documentary on the tradition

- Begin implementing 250th Anniversary plan

Strategic Plan - 2017 Execution

Committee	Deliverable	Support
Archives	Complete Drum and Fife Catalog	Web
	Engage Local Museums - Broaden visitation	Public Relations
Building Use	Clarify and publish member use policy for Museum	Web
	Stabilize HQ/Museum property	Finance, Public Relations
Finance	Develop 2017-18 Operating Budget	Executive Committee
Hospitality	Establish a Hospitality Committee to ensure groups are welcomed	PR
	Develop an initial plan to support Museum events	PR
	Secure Funding for plan to support museum events	Finance
	Implement plan to support museum events	

Strategic Plan - 2017 Execution (cont)

Committee	Deliverable	Support
Membership	Develop and implement a membership campaign strategy	Web, Public Relations
	Conduct 2017 Membership Drive	Web, Public Relations
Music	Company YouTube Channel	Web, Public Relations
Public Relations	Establish a Public Relations committee and develop communication strategies for all individuals and corps in and outside the local area	Web, Executive Committee
	Develop comms to spell out how people can participate in committees	Executive Committee
	Institute an email Newsletter	Web
	Begin active support of Company events	Web

Strategic Plan - 2017 Execution (cont)

Committee	Deliverable	Support
Website	Conduct 2017 Survey	Executive Committee
	Corps membership online	Membership
	Improve support materials for Member corps	Music, Archives, Public Relations, etc.
	Enable email subscription through website	
Company Secretary	Establish standards for Committee Reports	Sara Brown
	Implement Online conferencing for quarterly meetings	Web
Unassigned	Establish a special events committee and plan Adult Education Camp	Music

Strategic Plan - 2018-2019 Execution

Detail to be developed by mid-2017