

## President's Message: Let's Strategize!

*Rick Griffiths (NM), NEAFCS President*

Happy New Year! Like many of you I've been spending some time reflecting on the events of 2023 and what lies ahead in 2024. Personally, I feel very optimistic about what lies ahead in 2024. As an Association we have a lot going on this time of year. As many of you know award season is in full swing with many states' deadlines coming up in the next few weeks. **I would highly encourage you to consider submitting the great work that you do for Awards at the state, regional and national level.** Check with your State Awards and Recognition Vice President for your state's due date. **Call for proposals is also open for our 2024 Annual Session in Tucson AZ, the due date for proposal submissions is January 31st.** Additionally, this spring will be collecting proposals for the NEAFCS Endowment, as well as applications to serve on the National Board. I encourage everyone to take advantage of these opportunities to be involved in our association.



### Strategic Planning Update

**As your president, my number one goal for 2024 is to update the NEAFCS Strategic Plan to provide the Association with a dynamic vision to guide us into the coming years.** Our updated strategic plan will serve as a road map for our National Committees and Executive Board to grow our Association and adopt innovative practices that will continue our Association's tradition of excellence. We've already begun laying the groundwork for starting the project early next month.

At the end of last year, the Board reviewed multiple proposals from professional strategic planning organizations that specialize in assisting associations like ours develop comprehensive strategic plans. At the conclusion of the review, **the Board selected Partners Strategic Solutions (aka "PS Squared") to act as a professional facilitator for our strategic planning process.** The project will be led by Rachel Luoma MS, CAE. Rachel has vast experience with both professional association management, and association strategic planning and development.

In the next several weeks we will also be reviewing the 2023 Affiliate end-of-year reports for additional information that will be used to build the strategic plan. Affiliate end-of-year reports are submitted each year by the Affiliate President. The report summarizes each Affiliate's activities and requests additional information on each Affiliate's needs and barriers. **We will also be surveying National Committee Chairs and other key leaders on their needs and barriers to incorporate into the plan. Additionally, we will be utilizing data collected from past NEAFCS surveys and other activities to guide us through the process.**

Throughout the spring, we will finalize data collection and organization. The Board's May 2024 mid-year in-person meeting will be dedicated to reviewing the information and working through a facilitated process to establish an outline of our future strategic plan. At the conclusion of the meeting, our facilitator Rachel Luoma will transition the outline into **a formal plan that will be presented back to the Board for approval in early summer and presented to the membership at the 2024 Annual Session.**

**If you have any considerations or feedback, you would like the board to consider during the strategic plan review process, please communicate those to your Affiliate President and to me directly by email at [rickgrif@nmsu.edu](mailto:rickgrif@nmsu.edu). Thank you and Happy New Year!**