



## **Charter: Strategic Planning Committee**

### **I. Purpose:**

A. The purpose of the Strategic Planning Committee (SPC) is to advise and provide strategic planning support to the ASA Board and the Council. Strategic planning is an essential organizational tool which can help to engender and facilitate guidance in association management. The ASA represents an emerging profession in the medical marketplace and would like to be able to plan for and take advantage of opportunities for the profession as they arise. The Committee is tasked to thoroughly investigate and evaluate organizational needs and opportunities, as well as to provide information and/or alternatives to achieve goals of the organization, resolutions of the Council, or challenges the ASA must overcome.

### **II. Composition:**

A. The committee may include ASA members and public members who are vetted by the Nominating Committee (NC).

1. Appointment is based on the individual skills and current needs of the committee.
2. The SPC number of members will be set at the discretion of the committee, depending upon the required skill sets, knowledge base or contacts needed to further SPC projects.
3. The NC along with the ASA and SPC Chairs have the authority to recommend candidates to fill vacancies on the SPC.

4. Applicants must submit a committee application to be reviewed by both the NC, along with the SPC Chair.

B. The SPC Chair and members are appointed by the ASA Chair as per the ASA bylaws: *Article VI, Section 3 “Other Committees. Except for the Executive Committee and the Nominating Committee, the Chair shall appoint individuals to serve on all other committees, including a Governance Committee, subject to approval by the Board of Directors.”*

#### C. Chair Responsibilities

1. Organize and run meetings
2. Supply meeting minutes to the ASA Board
3. Ensure project deliverables are completed and deadlines are met.
4. Oversee tasks and communications internal and external to the ASA.
5. Keeps the minutes
6. Participates in monthly Committee Chair meetings.
7. May delegate responsibilities to other members of the committee

### **III. Committee Members:**

#### A. Preferred Experience

1. Some business experience (possibly corporate), possible project management experience, possible strategic planning experience and other Board experience.
2. Possibly have a wide network of business contacts from which to find and access resources and information.

#### B. Desirable Skills, Knowledge, and Abilities (SKAs)

1. Ability to take initiative and follow through on any commitments.
2. Awareness of the issues confronting both the ASA and the larger profession.

3. Ability to see the big picture and to be able to develop several paths to a resolution of an issue, for consideration by the Board/Council.
4. Clear and concise writing and presentation skills.
5. Communicates effectively, credibly and professionally in both written and oral context.
6. Ability to communicate with professionals both in the corporate world and in non-profit communities.
7. Detail oriented.
8. Good analysis skills.

#### C. Professional and Personal Attributes

1. Able to work in a collaborative setting to accomplish goals of the ASA.
2. Personal and professional integrity.
3. Principled and sincere.

#### D. Responsibilities

1. Work collaboratively with all other ASA committees as necessary as well as those outside of the ASA.
2. As a group, act as an advisory resource to the ASA Board.
3. Able to commit to 8-10 hours per month for meetings and individual work.
4. Contact information sources to gather resource materials for the project at hand.
5. Attend all meetings and respond to communications in a timely manner.

### **IV. Meetings:**

A. The SPC shall meet once or twice per month depending on the current project.

1. Meetings will be held via zoom for 1-2 hours

2. Meetings will average 1-2 hours depending on current needs.
3. Special meetings may be called in addition to the regular meetings

B. Minutes will be documented at each meeting.

## **V. Order of Operations:**

A. Questions and concerns will be brought to the SPC Chair.

B. All recommendations will be brought to the ASA Board by the SPC Chair.

1. ASA Board will either consider and/or bring recommendations to the Council if the initiative requires Council involvement.
2. When the Council involvement is required, the ASA Chair will present the initiative to the Council for discussion.
3. ASA Council will vote to approve or not approve the initiative.
4. When the initiative is approved either by the Council or by the Board, the initiative will be turned over to the appropriate committee(s) for implementation.

## **VI. Goals:**

A. The goals for the SPC for 2024 are:

- 1) Continue to develop State Board Governance/Leadership Training.
- 2) Continue the evergreen stream of income project for the ASA.
- 3) Continue to provide strategic support to the ASA Board and Council.