



RESTON COMMUNITY CENTER



Proposed Strategic Planning Session Outline
Board of Governors and Staff
Facilitator: Karen Cleveland

Friday, January 8 Session (2:00 p.m. to 4:00 p.m.)

- Review Mission, Vision and Values
- Review status update of current Strategic Plan (2011-2016)
 - What should remain our concerns?
 - What is it sufficient to operationalize?
- Consider future community trends
 - Population growth - demographics
 - Leisure time pursuits – inhibitors, challenge areas, opportunities for growth
 - Competitive context – Indoor recreation options (public/private), Cultural/Arts options

Saturday, January 9 Session (10:00 a.m. to 2:00 p.m.)

- Review; comments; overnight inspirations
- What are our focus areas in the coming five-year time horizon of the next Strategic Plan?
Current Strategic Plan:
 - Facilities
 - Collaboration and Outreach
 - Communications (Branding and Messaging)
 - Programs
 - Internal Capacity

Next Strategic Plan:

DISCUSSION

- Process/Timeline for Community Engagement with Strategic Plan
 - Draft from our meeting (Jan)
 - Roll out communications to support attendance at February meeting to respond to strategic plan focus areas; not the “testimony” approach of prior years (Jan/Feb)
 - Present draft in following month meeting of PP/CR (Mar)
 - Finalize draft of Strategic Plan (2016-2021) (April/May)
 - Present to public at Annual Hearing for Programs and Budget (June)
- Ideas for engagement and involvement

DISCUSSION

- Wrap-up/around the room