

**AAHB**  
**Strategic Planning**  
**Workgroup Meeting**

**Presented by: Kim Northup**  
**September 30, 2014**

# Agenda

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- **David and Jennifer's Introduction and Review of Expectations (1-1:10pm)**
- **Review Decisions Made Last Week (1:10-1:15pm)**
- **Outline Data to Collect and Next Steps (1:15pm-2pm)**

# About You

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- Name and institution**
- Length of affiliation with AAHB**
- Role on board and length of service on board**
- Area of research interest**
- Personal fact about yourself (optional)**

# Expectations

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## Of One Another

- **Frankness w/out taking things personally**
- **Transparency**
- **Confidentiality**
- **Listening**

## Of Kim

- **Keep the group moving along, productive, and focused**
- **Keep an open mind**
- **Question everything**

# AAHB Core Values

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- **Core values = The foundation of our work that guides attitudes and behaviors**
- **Criteria for good values:**
  - **Should emerge from the organization - not be imposed**
  - **When we live these values, we embody the organization and bring it to life for others**
- **Was there evidence AAHB is living its stated values?**
- **Did you feel there were other values the organization was living?**
- **What additional data/information would be helpful in determining if the values need to be revised? What from AAHB membership would you want to know?**

# AAHB Mission

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- **Mission statement= Our purpose or reason for being**
- **Criteria for a good mission statement:**
  - **It needs to be brief, very brief**
  - **It should be something that a leader can manage performance by and can use in decision-making**
- **Was there evidence AAHB is living its stated mission?**
- **Did you feel there were other purposes the organization was serving?**
- **What additional data/information would be helpful in determining if the mission statement needs to be revised? What from AAHB membership would you want to know?**

# AAHB Vision

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- **Vision statement = Sets the 3-5 year direction of the organization**
- **Criteria for good vision statements:**
  - **Clear about your target audience, scope, and intended change**
  - **A picture of what it will be like after the change has happened**
  - **The unifying common purpose that reflects what the community needs**
  - **Easily understood by others**
  - **Compelling, motivating, and inspiring**
- **Was there evidence AAHB is living its stated vision?**
- **What additional data/information would be helpful in determining if the vision need to be revised?  
What from AAHB membership would you want to know?**