

Strategic Planning Committee Report

Sundiata Keita Cha-Jua, Chair

1. The Strategic Planning committee received the report from consultants, Drs. James Stewart and Shelia Hunter-Fleming. The Workshop was conducted using a culturally informed process known as Indaba, “which includes a vocabulary and self-determination perspective” by two of our former presidents were:

- a. **Workshop Objectives:**

- “Assist the EC of ASALH to understand the importance of board development activities to strengthen their roles and understanding of the ever-changing needs of board members and the organization;
- Assist the EC of ASALH to position itself so as to increase its capacity to address current and emerging challenges that adversely affect execution of the organizational mission; and
- Assist the ASALH EC in identifying emerging opportunities to leverage technology, partnerships and other media to increase organizational impact.”

- b. **Observations:**

- i. A commitment survey was sent to the EC, only 10 of 24 or 42% of EC members completed the surveys;
- ii. In addition to the sparse number of respondents, none of them were above 7 and 10/14 items were less than 6.5; and
- iii. Four responses were especially troubling:

- Statement 4 (5.7): “I would accept almost any type of assignment in order to help ASALH achieve its goals. This suggests the need to align specific requests with the skill sets of individual EC members.”

- Statement 8 (5.8): “It would take very little in my present circumstances to cause me to leave the Board. This suggests the need for the Council leadership to conduct individual discussions with each EC member to assess their concerns, recognizing that the degree of commitment can change over time for a variety of reasons.”

- Statement 11 (5.5%): “Often I find it difficult to agree with ASALH’s policies on important matters. This suggests the need to make sure that all positions are considered in making decisions and articulating a clear rationale for the decisions.”

- Statement 13 (5.9): “For me this is the best of all possible organizations to support actively. This suggests the need to do some benchmarking regarding Council operations with organizations that have similar missions.”

c. Recommendations:

- a. Reviewing and revising the vision/mission;
 - b. Development and articulation of what ASALH values;
 - c. Implementing an Executive Council self-assessment process;
 - d. Developing and implementing metrics for program assessments with budget/costs factors included;
 - e. Understanding the commitment of a working board;
 - f. Reviewing the need for staff to accomplish program goals;
 - g. Determining how social media can support marketing and branding activities; and
 - h. Leveraging partners to collaborate with ASALH in areas that are not primary functions of ASALH.
2. As part of our goal to increase membership, we received a recommendation from the Governance Committee to create three new categories of membership—high school students; Undergraduates; and K-12 teachers at reduced cost. The proposed cost were HS-\$10; UG-\$25; and Teachers, \$25. After a vigorous discussion, we decided to make the following recommendations:
- a. Send the proposal back to Governance;
 - b. We agreed that Governance’s recommended figures were too low, so we request Audit & Finance perform a cost analysis to determine the appropriate cost for each of the three new membership categories; and
 - c. Recommend that HS and UG members at a discounted rate not receive the right to vote or the JAAH and BHB; and
 - d. that Audit and Finance determine to appropriate cost for teachers to receive the BHB without ASALH underwriting the cost.
3. The Strategic Planning committee discussed constructing a plan to organize our work in preparation for our Conference in Jacksonville, Florida. Our task is to devise a plan to support our branches and grassroots organizations battling to continue, increase and improve the teaching of Black history in the state.
- a. Expand the SPC to incorporate a member from each Florida branch; Michelle Porchu and Dr. Lisa Brock of the Mellon-Social Justice grant; and Ida Jones, VP of Membership
 - b. SPC will now meet on the 2nd, 3rd and 4th Mondays of each month;
 - c. We identified categories of activity:
 - i. Media/Marketing multimedia built around “Why we are Coming to Florida”;
 - ii. Rapid Response Team/Public Commentary Committee producing different length print statements;
 - iii. Build local connections/national relationships with civil rights and Black liberation movement organization—Bethel AME Church for

- local forum/rally Tuesday before conference; Conduct teach-ins outside conference;
- iv. Conference—Wednesday public day
 - v. Financial-tie fundraising to every endeavor—media/marketing include call to join us in Florida, participate in conference, and donate
4. Strategic Planning committee is currently preparing an overview of ASALH Operations
- a. Role and responsibilities of the ASALH officers.
 - b. The roles and responsibilities of the Cluster leaders and committee chairs.

Action Items:

- 1. Each EC member should complete Indaba Workshop surveys.**
- 2. EC discuss implementation of Indaba Workshop recommendations**