

BACKGROUND

- **The Commission periodically holds Strategic Planning meetings**
 - An opportunity to look beyond routine items and assess overall direction for the organization
- **These meetings have shaped the organization's direction**
 - Vision statement, mission statement, and metrics of success for the organization
 - Addition of new member agencies (Stormwater agencies and Ocean Protection Council)
 - Desired size and funding structure for the organization
 - Outreach strategy and identification of target audiences for SCCWRP products
- **Historically held about every 5 years**
 - The next one is scheduled for Oct 20, an eight-year interval because of COVID-related delays

ORGANIZING COMMITTEE

- **You formed an organizing committee for the 2023 meeting**
 - Lan Wiborg, Peter Vroom, Amanda Carr, Jenny Newman
- **They met and discussed five topics**
 - Agenda for the strategic planning meeting
 - Information gathering activities to conduct ahead of the meeting
 - Participants/ Invitees
 - Meeting location
 - Facilitator
- **You are being asked to react to their recommendations**

PROPOSED AGENDA ITEMS FOR THE MEETING

- **Organizational goals**

- Revisit the vision statement, mission statement, and metrics of success

- **Survey results**

- A survey will be conducted prior to the meeting to determine how SCCWRP is viewed

- **SCCWRP's strategy for interfacing with non-member organizations affected by its science**

- Drinking water utilities
- Small, inland or northern CA wastewater utilities
- Northern or inland CA stormwater agencies

- **Outreach and communication**

- Who are the target audiences for SCCWRP products?
- Does SCCWRP have an effective communication strategy?

SURVEY INSTRUMENT

- **The Committee wanted to gather broad feedback about the organization prior to October 20th**
 - Great fodder for identifying needs and opportunities
- **Considering options for four surveys**
 - Commission and CTAG
 - SCCWRP staff
 - Partners/collaborators
 - Member and non-member agency staff that use our products
- **The planning committee will construct the surveys**
 - They welcome others to join them

PROPOSED MEETING PARTICIPANTS

- **Full participants**
 - All Commissioners and Alternates
 - CTAG Executive Committee
 - SCCWRP Executive Director and Deputy Directors
- **Special invitees who are full participants during select agenda items**
 - Two drinking water representatives, one from industry and one from the State Board
 - CASA representative
 - CASQA representative
- **All others will be given opportunity for public comment**
 - Commissioners may call on audience members outside of the public comment period

LOGISTICS

- **The meeting will be held at SCCWRP**
 - The SCCWRP conference room has all the attributes you need
- **The meeting will run from 9-3, though you might adjust times to accommodate plane flights**
 - Key was extending the meeting over lunch to provide time for informal interaction
- **Meeting to be run by the Commission Chair and the Executive Director**
 - Determined there is no need to hire a facilitator