

**BLACK FAMILY GENEALOGY
AND HISTORY SOCIETY**

Phoenix, AZ



**2021 STRATEGIC PLANNING SESSION
March 19, 2021**

Facilitated by:

Katia Jones, The Sibyl Strategy Group LLC

AGENDA

TASK	TIME (Flexible)	PERSON(S) RESPONSIBLE
Agenda Review	5:00 – 5:02	Katia
Check-In	5:02 – 5:15	ALL
Review: Program Result Framework	5:15 – 5:20	Katia (intro) ALL (feedback)
Review: Roles during Working Session	5:20 – 5:30	Katia (intro) ALL (feedback)
Survey Results	5:30 – 5:40	Katia (facilitator) ALL
Focus on Priority Areas	5:40 – 6:40	ALL
Final Steps	6:40 – 6:58	ALL
Check-Out	6:58 – 7:00	ALL

How are you checking in?



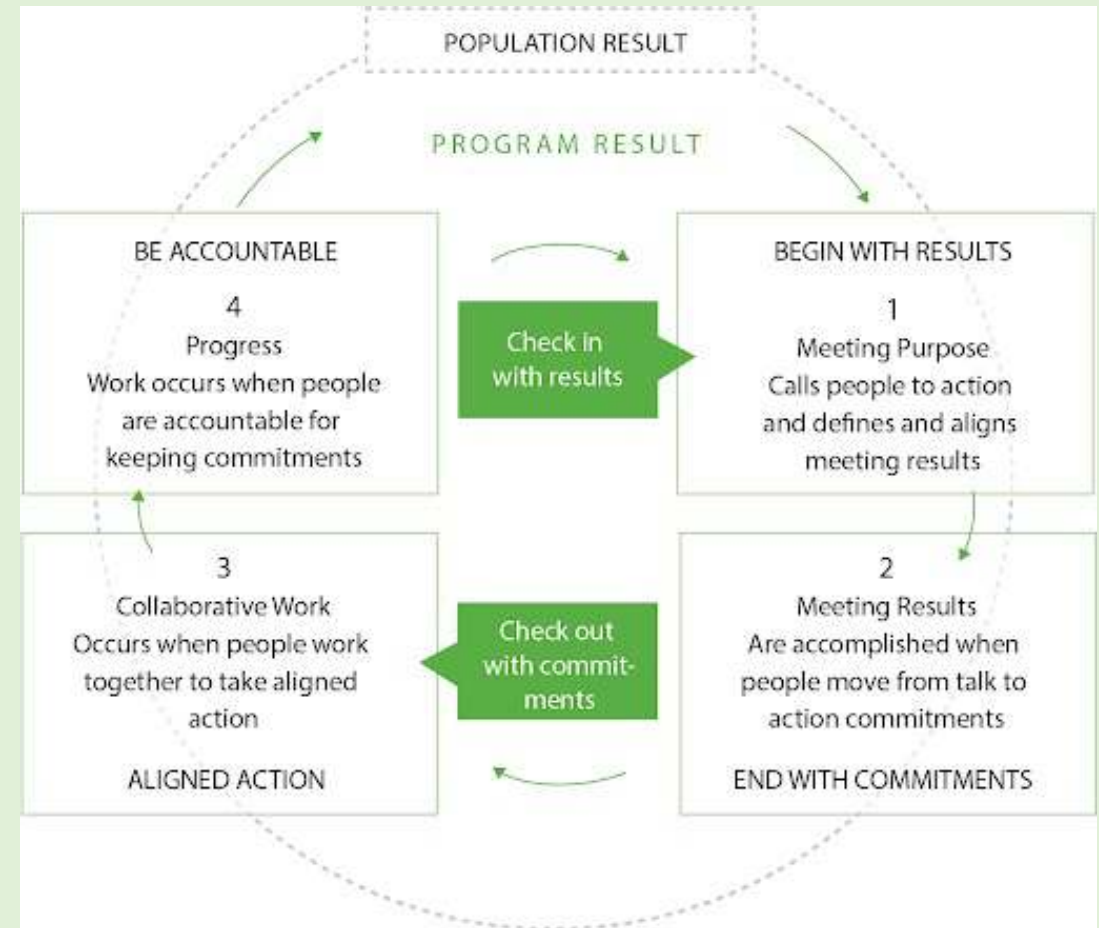
NAME & BOARD
POSITION



HOW ARE YOU SHOWING
UP THIS EVENING?

TODAY'S PURPOSE: USE THE PROGRAM RESULT FRAMEWORK

1. Results
2. Commitment
3. Action
4. Accountability



ROLES REVIEW

Katia/Facilitator

Resource Provider

Conversation Starter

Question Asker

Note Taker

Timekeeper

Tour Guide

Others??



Board Member/BFGHS

Historians

Conversation Providers

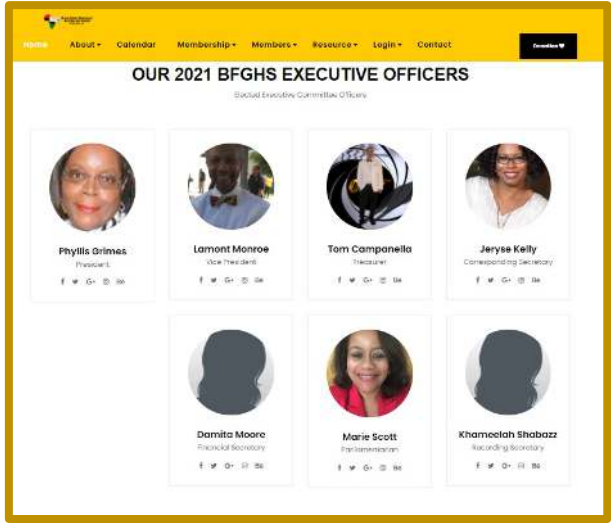
Responders

Task-Makers

Accountability Partners

Construction Workers

Others??



SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	Strengths	Weaknesses
External origin (attributes of the environment)	Opportunities	Threats

Strengths = what are you really good at doing?

Weaknesses = what keeps you from being really good internally?

Opportunities = are there trends in your favor?

Threats = what could keep you from being great?

PRIORITY WEAKNESSES



INABILITY TO CREATE AN EFFECTIVE SUCCESSION PLAN DUE TO LACK OF INTEREST BY MOST MEMBERS, TO BECOME ELECTED OFFICERS OR APPOINTED BOARD MEMBERS.

ABSENCE OF CONSISTENT FUNDING TO PROVIDE ADEQUATE MEETING SPACE AND RESEARCH MATERIALS.



ONCE IN-PERSON AGAIN, INSUFFICIENT SPACE FOR MEETINGS, PRESENTATIONS AND WORKSHOPS. SPACE NEEDS TO BE CENTRALLY-LOCATED WITH THE TECHNOLOGY AVAILABLE FOR SEAMLESS PRESENTATIONS.

PRIORITY OPPORTUNITIES

Increase collaborations with other genealogy societies to meet organizational goals (i.e. membership, fundraising opportunities, larger programmatic strategies, etc.)

Build relationships with local institutions of higher learning (colleges and universities ... Phoenix Community College, ASU, GCU, Rio Salado College).

Opportunity to recruit a certified genealogist to be a member of BFGHS

PRIORITY THREATS

Lack of adequate
funding.



Rapid changing technology
prevents organization from
having consistently
adequate connections.

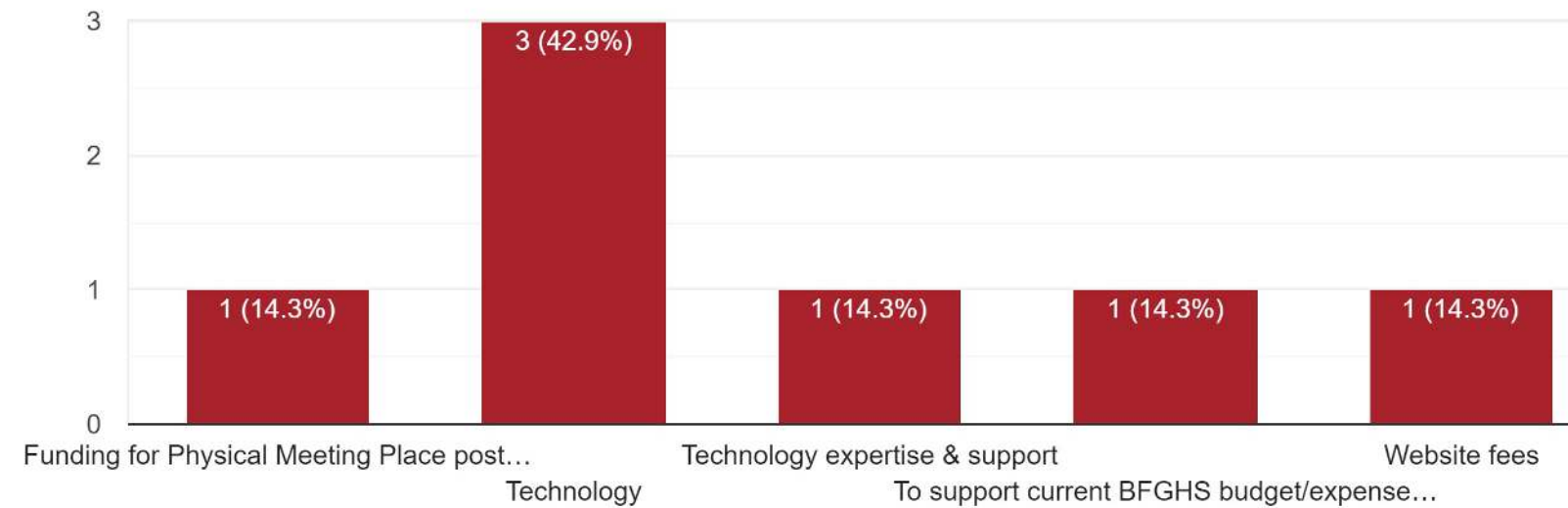


If BFGHS could fund one area immediately, what would it be?



If BFGHS could fund one area immediately, what would it be?

7 responses



NEXT STEPS



Create a strategy one-pager

Shows results
commitments
action
accountability



Consensus around timeframe of strategy



List of immediate next steps



Check-in scheduled for progress report

Check-Out

How are you
committed to
bringing results to
the organization?



Questions? Final Thoughts?

Thank you for letting me join your party!!



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