

Strategic Initiative Prioritization: Recommendations to the MEA Board of Directors

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Overview:

MEA, as an entity, could benefit from general membership input on the future of MEA, in the form of a strategic initiative prioritization process, using a revised “nominal group” method of gathering input and generating priorities.

Input on strategic planning can be generated from multiple sources, and through several processes. Process options commonly include surveys, interviews, focus group input, and nominal group prioritization.

Given the inherent buy-in, engagement, and motivational benefits of a democratic/participative process, the presenters believe the nominal group method would be a particularly appropriate and acceptable modality to generate feedback to the MEA Board for their consideration.

Lastly, it is the principled belief of the presenters that many MEA members would benefit from the hands-on practice and skill development with a nominal group method of strategic prioritization, as applied to their respective academic entities.

Learning Outcomes:

- Skill acquisition with group facilitation
- Appreciation of the benefits of a democratic/participative decision-making/prioritization
- Practicing and delivering an academic curriculum component of Leading Change, Organizational Improvement, Managing Membership Input, and Managing and Serving a Non-profit Board of Directors.