

STRATEGIC PLANNING SUBCOMMITTEE GOAL #3

ENHANCE REPUTATION AND STRENGTHEN MARKET POSITION

Meeting Agenda
January 20, 2012
Room 200-337

1. Welcome & Introductions
2. Overview of Strategic Planning Implementation Process
3. Identify & Define Strategic Objectives & Tactics
 - a. Background to Goal #3 – Enhance Reputation and Strengthen Market Position
 - b. Defining What It Means to “Enhance Reputation and Strengthen Market Position”
 - i. Developing Detailed and Specific Objectives
 - ii. Measurability
 - iii. Level of Impact
 - iv. Best Practices
4. Subcommittee Operating Guidelines
5. Wrap Up