



**Strategic Planning Workshop  
November 4-5, 2010**

**Summary**

The KRCS invited Garry Kauffman, AARC Chartered Affiliate consultant, to help us reorganize and revitalize our society. The resulting Strategic Planning Workshop, held in November, was exhilarating and exhausting for everyone involved. With Garry's guidance and expertise, we defined our core values, performed a SWOT analysis (strengths, weaknesses, opportunities, and threats), wrote a new mission statement, outlined our core strategies, and then operationalized the core strategies with action plans. We are energized, focused and ready to take action in 2011.

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2011 KRCS President

**Core Values:**

Integrity - as evidenced by ...

Accountability

Team Spirit

Dignity/Respect

Commitment

Competence

**SWOT Analysis:**

**STRENGTHS**

- National (AARC) recognition
  - Affiliate
  - Individuals
- Committed individuals

- Depth of experience
- Financial stability
  - \$ in treasury
- Increasing membership
- Quality of educational seminars
- Lobbying savvy
- Fun people
- Knowledgeable people
- Vendor support
- Loyal following (members) attending state meetings
- Established history to grow and learn from
- High professional standards

### **WEAKNESSES**

- No mentoring/development program (x10)
- Communication
- Poor understanding of bylaws/function
- Lack of policy
- Do not review policy for relevance to time
- Lack of accountability
- Lack of recruitment strategy
- Poor member involvement
- Not thinking outside the box
- Lack of respect
- Setting poor examples
- Lack of working committees
- Lack of “state” focus
- Parliamentary procedure

### **OPPORTUNITIES**

- Grow membership
- Mentorship
- Utilizing social (electronic) networking
- Education
  - RTs, professional, students, public
- Public awareness/Relations
  - Of RT
  - Via website
  - Making future RTs
- Increase advocacy
  - Political
  - For patients
- Promoting KRCS
- Growing revenue
- Marketing membership benefits
- New graduates
- Talented leaders

## **THREATS**

- Sacred Cows
- Apathy
- Fatigue
- Lack of mentoring
- Distance
- Time (lack thereof)
- Poor communication
  - Internal and external
- Regionalism
- Money/budget constraints
  - Increase revenue
- Selfishness
- Competing professionals
  - Sleep
  - EMT
- Not connecting to new generation
  - Text
  - Email
  - Web CEU's
  - What looks fun to them?

## **Mission Statement:**

To educate, advocate, and promote the profession and practice of Respiratory Care.

## **Core Strategies:**

Educate

Advocate

Promote

Organizational Restructure