

2012-13 APA Board Strategic Planning Retreat

June 21, 2012

The 2012-2013 APA Strategic Planning Retreat was held on Thursday, May 17, 2012 from 1 – 5 pm at the UF President's House. Attendees included **outgoing board members** John Bevis (Past President), Mark Robinson (Membership Chair), Connie Nicklin (Committee/Taskforce Coordinator); **incoming board members** Alicia Turner (President), Melissa Orth (President Elect), Chris Gough (Secretary/Treasurer), Sara Henning (Program Chair), Whitney Smith (Publicity Chair), Martin Smith (Membership Chair), Debbie Amirin (Past President), Jeff Stevens (Online Communications Chair); **Ex-Officio** Paula Fussell.

Discussion Summary

- The primary role of the APA is to serve as a conduit of information between senior leadership at UF and APA members. To fulfill this duty, it is critical for the APA Board to:
 - Understand what APA members value
 - Generate awareness of the APA and its purpose
- One of the most important opportunities the APA provides is access for APA members to serve on UF committees. The 2012-2013 APA Program will highlight service on UF committees and provide opportunities for committee Chairs and members to network and increase effectiveness.
- Annual APA programs should always include opportunities for APA members to speak with:
 - UF President
 - UF Vice President for University Relations
 - UF Vice President for Human Resource Services
- Strategic goals for 2012-13
 - Develop standard metrics and benchmarking
 - Build out the APA website
 - Generate more awareness about the APA
- The APA Board discussed the following preferences for how it will conduct business:
 - The Board decided to incorporate Google Docs as a tool to assist with tracking budget and program/event checklists.
 - The Board will review the 2011-2012 APA tactical document.
 - The following discussion items will appear as recurring agenda items for each monthly board meeting:
 - Brief updates
 - “Round Robin” style
 - Action item progress (Secretary/Treasurer will keep track)
 - Discuss major initiatives
 - Review program schedule