

BLACKS IN GOVERNMENT REGION IV EXECUTIVE COMMITTEE REGION IV STRATEGIC PLANNING COMMITTEE REPORT

October 6, 2021

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Committee Members

Marieka Boyd
Barrie Carpenter
Katie Course
Ruby Dunson
Ronnie Hawkins
Cardell Hunt
Samuel Manning
Dr. Vera McKethan
Mazella Thomas

RESPONSIBILITIES

Region IV Strategic Planning Committee is responsible for the development and maintenance of Region IV Strategic Plan.

Region IV Executive Committee and Region IV Strategic Planning Chair and Committee shall be responsible for providing and collecting input data to support the implementation.

The Regional Strategic Plan shall become the blueprint for Region IV Chapters leadership to support.

The Regional Strategic Plan is a five-year reoccurring plan. The Strategic Plan was adopted by Region IV on 15 October 2020.

The components of the plan include:

- BIG Vision/Mission;
- BIG Goals/Objectives;
- Focus Areas (Communication Flow, Financial Accountability, Advocacy, and Membership);
- Membership Forecast and Trends; and

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- Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis.

The reporting documents are:

- Region IV Blacks In Government Strategic Plan (Annual five-year plan 2020-2024).

ACTION ITEMS

- None

ACTIVITIES

- Attended the Membership training conducted by BIG National Membership Chair, Mr. Jerry Jackson to Region IV chapters on September 25, 2021, via Zoom from 10:00 a.m. – 12:00 p.m. EST. The meeting was chaired by Strategic Planning Member, Region IV Membership Chair and Region IV First Vice President Ruby Dunson. I provided remarks on behalf of Region IV Strategic Planning Chair. The training was outstanding and provided chapter Presidents with an opportunity to be uploaded on the spot into the membership database to retrieve their chapter rosters and questions were answered in a satisfactory manner from National Leadership.
- Membership is a key focus area listed in the Region IV Strategic Plan and congratulations to Region IV chapters, CDC/ATSDR, Huntsville Madison, and for achieving the 2021 National Sterling Awards. The chapter leaders are encouraged to share those recruitment and retainment efforts with other chapters to continue membership growth in Region IV.
- The Strategic Planning Committee will continue to host quarterly training on each focus area listed in Region IV Strategic Plan.
- Region IV Strategic Planning Committee met on August 20 and September 16, 2021, to discuss roles and strategies of each member for the slated membership training to Region IV chapters. The training was yielded to BIG National Membership Chair. The training was outstanding and some of the chapter leader's problems were resolved on the spot. A special thank you to Ruby Dunson, committee member for her outstanding role during the meeting on Sep 25th.
- The Strategic Planning committee next meeting is slated for 3 November 2021 at 7:30 pm EST. Any BIG Member in financial standing is eligible to attend all slated meetings. Please contact the Chair, Dr. Deborah McClanahan at deborahmccclanahan@hotmail.com for future call-in committee meetings if you would like to attend.
- Submitted a zero-budget request to the Finance Chair Ms. Paula LaCount upon her request.

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INVITATIONS

- October 6, 2021, excused by Honorable President Stevens from the Executive Committee meeting and the October 9, 2021, Fall Council meeting due to travel.
- September 25, 2021, attended Region IV National Membership Training via Zoom
- August 22, 2021, attended the National Delegates Assembly and served as a primary chapter delegate via Social media platform
- August 15, 2021, attended Region IV Oratorical competition via Zoom
- June 12, 2021, attended Regional IV Spring Council Meeting via Zoom

Respectfully Submitted,

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Dr. Deborah McClanahan
Region IV Strategic Planning Chair
Blacks In Government, Inc.