

Saint John's Arboretum Strategic Planning Retreat

“Creating a Legacy and a Sustainable Future”

Minnesota Landscape Arboretum

February 4, 2007 (9:00am—5:00pm) and February 5, 2007 (9:00 am-12:00 pm)

Guiding Principles and Intent of Meeting:

- Think BIG!!! We wish to create a legacy
- Think in a manner that is proactive and not reactive – we want to position the Saint John's Arboretum to be sustainable.
- Group serves in an advisory capacity to the Board to help bring creative ideas and a broader vision

Meeting Goal: Develop a strategic plan for the Saint John's Arboretum (20 to 50 years into the future)

Meeting Objectives:

- Review current Mission and Vision and reaffirm or update as appropriate.
- Identify and clarify what the St. John's Arboretum will be known for.
- Gain a common understanding of the accomplishments and successes of the Arboretum in the context of the existing Strategic Plan.
- Review internal and external strengths, weaknesses, opportunities, and threats
- Identify “big picture” funding opportunities and approaches to obtaining it.
- Prioritize specific activities for the Arboretum staff and Board of Directors and establish who will do what, when, and where. (Near term and long term)
- Create a final product that specifies key areas for funding (areas and functions) that designate use as well as specific funding needs.

Meeting Leader: Larry Schwietz

Facilitator/Recorder: Lisa Burban, USDA Forest Service, Urban Forester

Meeting Participants (note – some participants may only be available for Day 1):

Larry Schwietz	Gordon Bailey
Stephanie OKeefe	Sara Gainey
Janette Monear	David Hartwell
Peter Olin	Terry Barreiro
Tom Kroll	Richard Bresnahan (T)
Mary Kroll	Brother Benedict

Ground Rules:

- Start meeting on time (after lunch and breaks)
- Phone interruptions (please minimize outgoing calls that keep you from the meeting)
- Stay until the end
- Work to maintain a positive environment
- Consensus Decisions: A solution that does not compromise any strong convictions or needs. You may not feel it is the very best solution, but you can accept it without feeling that you are losing anything important.
- Listen actively to other's ideas (try to fully understand their perspective), respect opinions.
- Avoid interrupting and talking when others are speaking.
- No side conversations.
- No grandstanding – once your idea is up, move on.
- When confused, ask for clarification or more information
- It's okay to disagree
- Emotion and passion are good – no personal attacks.
- Have fun!

Meeting Pre-work:

- 1) Revisit Mission and Vision statements for the Saint John's Arboretum. Review the Areas of Focus from the 2005-2010 Strategic Plan and assess progress. Look for gaps, things that really work well, things you'd like to see emphasized or de-emphasized.
- 2) Review "Accomplishments Summary" document that was completed by Larry.
- 3) Get a map of the Arboretum that is large and can be posted on a wall for easy viewing. Provide a map of MN that shows the Arboretum in the context of the state.

MEETING AGENDA:**Day 1 – Monday, February 4, 2007****9:00 Welcome and Logistics** (Larry and Peter)

Purpose: Provide an overview of why we are here and what we hope to achieve at the end of the day.

9:10 Agenda Overview and Ground Rules (Lisa Burban)

Purpose: Common understanding and agreement of process, flow, and participant roles.

9:20 Introductions

Purpose: Get to know each other, in particular, strengths and experiences folks bring to the table

9:35 Current Reality/SWOT analysis

Purpose: Gain and acknowledge current reality (internal and external) that will be faced as the staff and board implement a long range strategic plan for the Saint John's Arboretum. Set the state for the strategic plan content.

Internal Analysis:

- What are some of your strengths or successes as an organization?
- What are some of your challenges or weaknesses as an organization?

External Analysis:

- Looking externally, what are the opportunities for your organization in the future?
- What are some of the challenges you will be facing as you move into the future? What are the most important challenges that you should work on? What things worry you?

10:15 Comfort Break**10:30 Revisit Mission and Vision**

Purpose: General agreement and understanding. Identify any additions or modifications. No wordsmithing. The intent is to make sure these will stand the test of time because they are the basis from which all activities stem.

(Pre-work activity – Review current Mission and Vision statements)

Mission of Saint John's Arboretum:

- Preserve native and historical plant and wildlife communities of the Arboretum lands.
- Model practices of sustainable land use.
- Provide opportunities for education and research.
- Make accessible a natural environment which invites spiritual renewal.

Vision:

Saint John's Arboretum celebrates and preserves the unique beauty and richness of God's creation in Central Minnesota and fosters the Benedictine Tradition of land stewardship, education, and environmental respect.

11:15 Victory

Purpose: Create images of success and develop excitement and enthusiasm for the plan

11:30 Building a Shared Vision

A vision is what the Saint John's Arboretum wants to BE; the mission is what you plan to DO. In this session, you will envision what you want your organization to be, become, and be known for. This will build off of the Victory segment.

Something to think about: "What would Paul be doing now?"

What opportunities should the Arboretum be poised for? What relationships could be established? Where are there opportunities for collaboration with other entities?

12:15 Lunch

1:00 Continue work on building a set of Shared Vision statements

2:00 Break

2:15 Strategic Directions

Based on the set of shared vision statements for the Saint John's Arboretum, begin to develop strategies, in particular, creative funding strategies and opportunities, to help achieve that vision.

3:15 Strategy Briefs and Priorities

Further development of the Strategic Directions.

4:15 Action Planning (if time is available)

4:45 Wrap up/Evaluation

5:00 Adjourn

Day 2 – Tuesday, February 5, 2007

9:00 Brief overview of accomplishments from Day 1

9:15 Action Planning based on Strategy Briefs

10:00 Develop key activities for the next 1 to 3 years

10:45 Comfort Break

11:00 Coordination and Next Steps

11:45 Wrap up and Evaluation

12:00 Adjourn