

PUBLIC BODY: COUNCIL ON AGING – STRATEGIC PLANNING MEETING

DATE OF MEETING: Monday, August 2, 2021

TIME: 9:00 am

PLACE: Senior Center, 230 Webster St., Marshfield, Ma 02050



AGENDA

Members: Dave Cheney, Fred Monaco, Maureen Saunders and Barbara Van Houten

1. Call to Order
2. Approval of Minutes from May 13, 2021
3. Background
 - a. Review our Strategic Planning Calendar of annual activities - 5 minutes
 - List of possible activities
 - Next steps for mapping our annual plan, in relation to our calendar
 - b. SWOT analysis - 5 minutes
 - Discuss the outcome, feedback
 - What worked, options for enhancement
4. Alignment on our meeting objective - 5 minutes
 - a. Intended outcome
 - b. Meeting process
5. Review and refine our SWOT analysis, for incorporating into our annual update - 45 minutes
(if we need more time we'll schedule a follow up meeting)
 - a. Identify any similar items
 - Refine our list to 3 - 5 items/themes for each SWOT category
 - b. Identify any pairing across SWOT categories
 - Using a "strength" quality to pursue an opportunity
 - Addressing a COA weakness to mitigate a threat
 - c. Create possible action plans for each
 - Evaluate (cost to benefit)
 - Effort/cost to implement
 - Value added
 - Prioritize each

6. Align on next steps for incorporating into our 5 year plan
 - a. Reference our SWOT checklist
7. Next Meeting
8. Adjourn

Please note that the Board or Committee may act on agenda items in a different order than they appear on this agenda excepting for duly noticed and advertised public hearings which are scheduled for a specific date and time on the agenda which shall begin on or after the scheduled times.

Persons interested are advised that, in the event any general agenda matter taken up at this meeting remains unfinished at the close of the meeting, it may be put off to a continued session of this meeting without further notice by mail or publication. In the event a public hearing which has started remains unfinished at the close of the meeting, the Board or Committee may continue the matter to date and time certain with or without further notice by mail or publication.