

# **SPJ April 2019**



STRATEGIC PLANNING TASK-FORCE

# INTRODUCTION: WHO

1. Victor Hernandez (chair)
2. Patti Newberry
3. Alex Tarquinio
4. Yvette Walker
5. Mike Reilley
6. Jennifer Royer
7. Julia Heimlich
8. Foundation board - TBD

# INTRODUCTION: WHAT

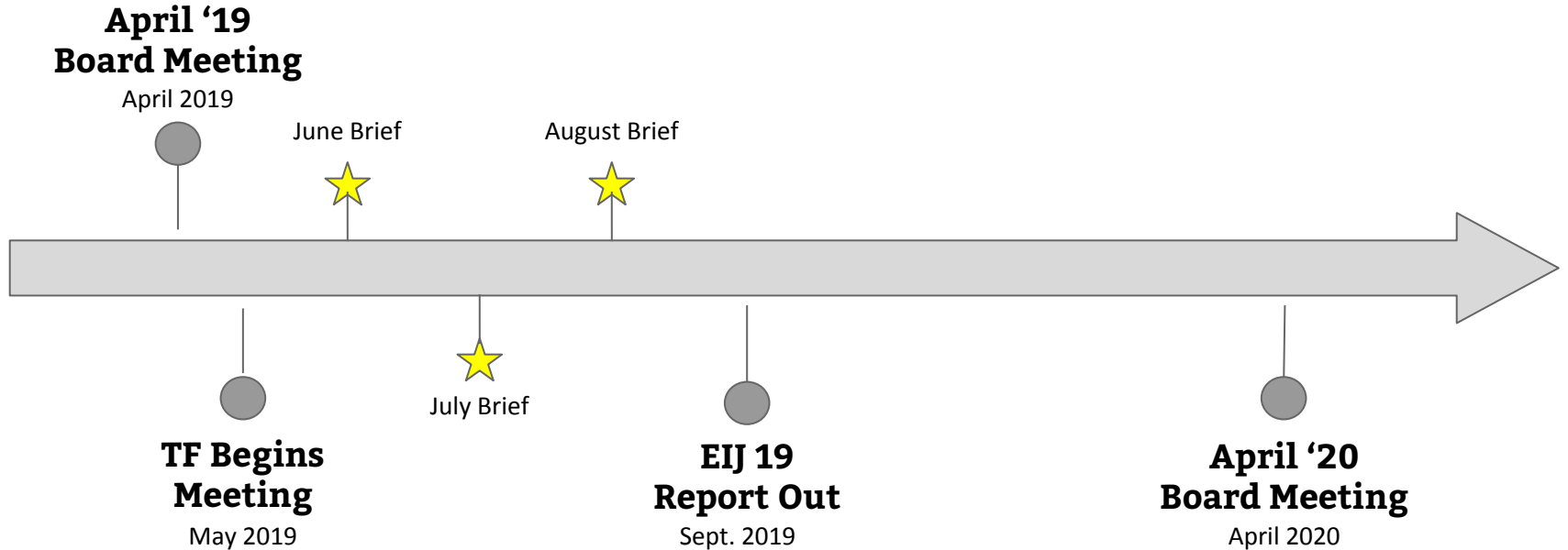
- Develop and deliver a new strategic plan for SPJ
- Emphasize prioritization: phase 1 (2019) work versus 2 (2020)
- Examination, communication and recommendations through EIJ19 and beyond
- Begin broad with intent to narrow focus on board-defined most critical areas
- Provide clear strategy recommendations in comprehensive report
  - EIJ19 and into President-elect Newberry's term

# INTRODUCTION: HOW

## Proposed communication, collaboration, accessibility plan:

- Task force meets (virtual) bi-weekly - May through September
- Progress is tracked in project management tool (TBD)
- Project summary briefs provided to board monthly
- Board invited to offer input on particular areas as they are being closely examined during designated points in the process
- Special update provided at EIJ19 - \*catch breath\* - Second phase begins

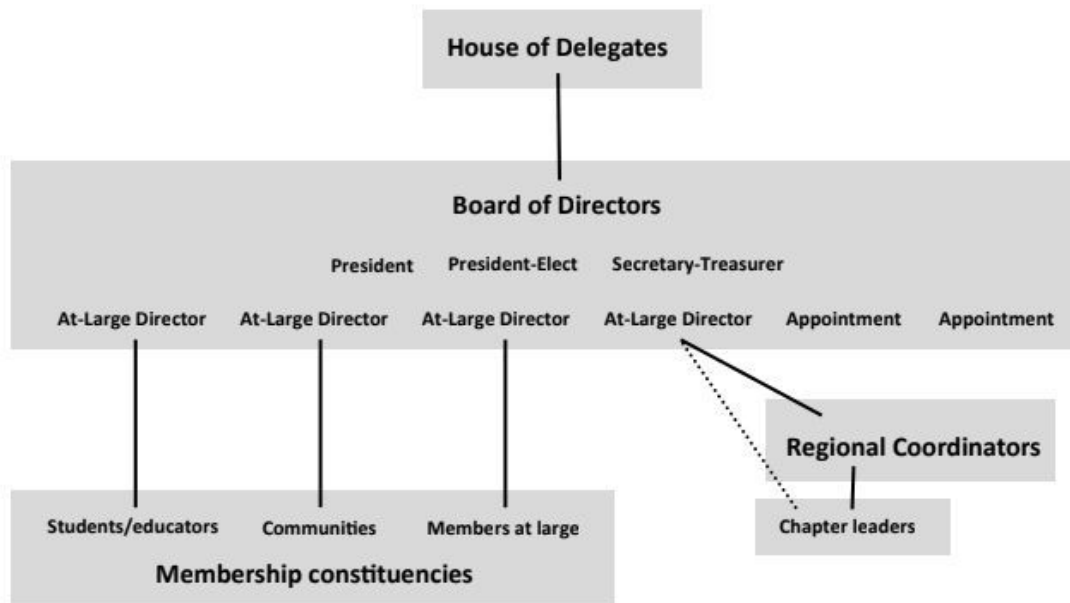
# INTRODUCTION: WHEN



# REVIEW OF TIMELINE TO THIS POINT

- SPJ last drafted a strategic plan more than a decade ago. The most recent version was approved Nov. 1, 2007. The eight-page document apparently sat in a drawer after that, ignored.
- SPJ board members agreed to draft a new strategic plan as part of its overall board restructuring. That process began in mid-2016 when then-president Paul Fletcher created a Governance Task Force. The group, which Patti chaired, proposed:
  - reducing the size of the board from 23 (as of EIJ17) to 16 (as of EIJ18) to nine (by EIJ19).
  - creating a three- to five-year strategic plan that adheres to SPJ Board Responsibilities, as listed in the Society Bylaws.
  - creating a nominations process to identify board members with evidence of strategic thinking skill.
- Delegates at EIJ17 passed the Task Force recommendations with an 86-14 vote.

# SPJ BOARD: ORG CHART



1. At-Large liaisons may change depending on expertise /background of each elected board member.
2. Liaison assignments will be published on SPJ.org, along with contact information for each board member.
3. Any individual or constituent group may contact staff instead of their assigned liaison.

# WHAT ARE CENTRAL MISSIONS OF SPJ?

The Society of Professional Journalists is the nation's most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior.

Founded in 1909 as Sigma Delta Chi, SPJ promotes the free flow of information vital to a well-informed citizenry through the daily work of its roughly 6,000 members; works to inspire and educate current and future journalists through professional development; and protects First Amendment guarantees of freedom of speech and press through its advocacy efforts.



# WHAT ARE CENTRAL MISSIONS OF SPJ?

- To promote the free flow of vital information to communities
- To maintain constant vigilance in protection of the First Amendment guarantee of freedom of speech and of the press
- To stimulate high standards and ethical behavior in the practice of journalism
- To foster excellence among journalists
- To inspire successive generations of skilled individuals to become dedicated journalists
- To promote diversity across journalism
- To be valued as the pre-eminent, broad-based membership organization for journalists
- To encourage a climate in which journalism can be practiced freely

**WHERE DO WE SEE SPJ IN 10 YEARS?**



**#RealTalk**

# SPJ CURRENT UNIVERSE: CONTINUE?

1. Board: 1x now; 7 + 2 after EIJ19
2. 12 Regions
3. \*\*200 chapters (professional and student)
4. Excellence in Journalism
5. Regional conferences
6. MOEs
7. SDX Awards (Foundation)
8. Partnerships: RTDNA, NAHJ, NAJA, Scripps, Google, Facebook, others?

# SPJ'S CURRENT INITIATIVES: CONTINUE?

## COMMITTEES

1. Awards & Honors
2. Bylaws
3. Diversity
4. Ethics
5. Finance
6. Freedom
7. Journalism Education
8. Membership
9. Nominations
10. Resolutions

# SPJ'S CURRENT INITIATIVES: CONTINUE?

## COMMUNITIES

1. Generation J
2. Freelance
3. Digital
4. International
5. Community Journalism

# SPJ'S CURRENT INITIATIVES: CONTINUE?

## OTHER INITIATIVES

1. Legal Defense Fund
2. Quill
3. Communications: Leeds, social media, statements on press issues, etc.
4. Other??

# WHERE ELSE ARE SPJ MEMBERS TURNING?



*What do they do well that we also offer?*

*What do they do well that we don't, and should consider?*



# RECAP / NEXT STEPS

Shape a priority list for the Task Force between now and EIJ19 and beyond:

1. Develop + groom a working list
2. Determine priority areas/work
3. Investigate + review + recommend
4. Deliver key recommendations and relevant criteria in San Antonio to move forward as the board determines