



MEETING SYNOPSIS

Strategic Planning Committee & Team Meeting

April 6 – 7, 2015

NARFE Headquarters

Participants

Jon Dowie, National Secretary/Treasurer
Ted Jensen, Maryland
Charles Stanphill, Oklahoma
Charles Brodigan, Oregon
Dave Southworth, California
Ted Van Hintum, Colorado
Gaston Gianni, Virginia

Bruce Coleman, Iowa
Nancy Hunt, Ohio (By Phone)
Evelyn Kirby (Team-Present on Tuesday)
Jim Crawford (Team-Present on Monday)
Bridget Boel, (Team) NARFE Marketing Director
Edward Fitzelle, Meeting Facilitator
Lou Ann Sabatier, Meeting Facilitator

NARFE President Richard Thissen welcomed the group and encouraged them to take all the data (from the previous studies) and the recommendations from the strategic planning team and derive ideas that are best for NARFE and can be communicated as such to all stakeholders.

NARFE Secretary/Treasurer Jon Dowie chairs the Strategic Planning Team and the Committee. He presided over the meeting with Ms. Sabatier and Mr. Fitzelle facilitating the discussion.

The group met in four sessions over the two days beginning with a general discussion in the first session (see major discussion threads on page 2), then addressing 12 items recommended prior by the Strategic Planning Team and the National Executive Board (see "Strategic Planning Update March 30, 2015," at www.narfe.org). All discussion led to a consensus of the group that was expressed in a set of strategic goals highlighted below.

Strategic Planning Committee – Strategic Goals 4-7-15

Ensure/Secure the Future of NARFE

- a. Transform governance to be more efficient, effective, agile, consistent and accountable;
- b. Establish a consistent brand to increase awareness, eliminate confusion and convey the value of NARFE;
- c. Stabilize and grow membership to support effective advocacy and to deliver financial stability.

Strategic Planning Committee - Items Addressed During Meeting

As mentioned, the 12 items recommended for review by the Strategic Planning Team and the National Executive Board to the Strategic Planning Committee were discussed carefully, taking into consideration NARFE's need to become more agile and attract more members. Although there appeared to be consensus on many of the items, they will continue to be reviewed at the next meeting.

Discussion Threads

Financial Situation

- Operating losses in 2008, 2009 and 2010 have been reversed. The situation is still precarious with two months of reserves on hand.

Membership Trends

- Continued downward trend in membership
- Retention is still strong, but monthly decline due to deaths is alarming
- Average age is 74
- Research reveals lack of concern about retirement benefits among prospective members
- Most prospective members don't want to join chapters
- E-NARFE growing
- Quantitative research underway
- \$40 membership price is perceived to be high overall
- Membership must be appealing to current members, but to prospective members as well

Managing Change

- Environment is very different from the past, and the threats to NARFE members' well-being are growing
 - Private-sector benefits reductions
 - Current budget in Congress
- Importance of good communication - members need to know WHY change is being made -While change is critical, NARFE needs to make change in a practical way given the current realities regarding governance

Committee Next Steps

Next meeting to be conducted online in approximately three to four weeks. In the interim, Committee member comments and communication are welcome. Please send to Jon Dowie, Chair.