

Strategic Planning Breakout Session

Background

In 2016 CHIA implemented the association's first ever three year Strategic Plan. The plan was developed in late 2015 and early 2016 working with Linda Kloss, President of Kloss Strategic Advisers and a former executive director of the American Health Information Management Association.

Guided by the CHIA Vision, Mission and Core values, an extensive environmental scan was undertaken that included input from CHIA members. From this process emerged the "architecture" of the strategic plan consisting of four broad association goals, ten strategies for pursuing the goals, and specific outcomes the association would strive to achieve over the three year lifespan of the plan.

The 2016 CHIA House of Delegates, through its deliberations, completed the strategic planning process by identifying and prioritizing specific "accomplishments" to be pursued by CHIA in furtherance of the ten strategies identified in the plan.

While some of the accomplishments identified by the 2016 HOD are ongoing, others are not. As CHIA prepares to enter the second year of its three year strategic planning cycle, the task of the 2017 House of Delegates will be to identify and prioritize specific "tactics" or "actions" that the association, through its volunteer structure, can undertake to achieve the previously identified and prioritized accomplishments.

Delegate Homework

To prepare for attending the 2017 CHIA House of Delegates in Sacramento on Sunday June 11, 2017 CHIA delegates should do the following:

- Review the CHIA 2017 to 2019 Strategic Plan including its goals, strategies, prioritized accomplishments and desired 2019 outcomes.
- Brainstorm with professional colleagues and CHIA members at Component Local Association meetings between now and the House of Delegates.
- Using House of Delegates Strategic Planning Worksheets, compile a list of suggested tactics or actions that CHIA can undertake during the 2017-2018 program year to archive its prioritized list of 2018 accomplishments.

House of Delegates Workgroups

At the House of Delegates during the Strategic Planning portion of the meeting delegates will break into five workgroups. Each workgroup will brainstorm two CHIA strategic plan strategies aligned with the four association goals. The workgroups will confer for approximately forty minutes and compile a list of tactics (actions) that CHIA can pursue in 2018 to further its prioritized strategic plan accomplishments.



Delegates who bring with them House of Delegate Strategic Planning Worksheets with suggested strategic planning tactics proposed by Component Local Association members will have the opportunity to have all of the CLA suggestions considered by the respective HOD workgroups.

At the conclusion of the workgroup brainstorming session, as was done at the 2016 House of Delegates, each delegate will individually and anonymously rank their top five choices for tactics to be prioritized and pursued by CHIA during the association's 2017-2018 program year.

Tips for Brainstorming

- Capture all suggestions, an idea that may not seem possible to achieve may inspire another idea from someone else.
- Encourage everyone to participate. Avoid forcing participation.
- Allow clarifying questions to be asked. Avoid judgmental questions.
- Categorize ideas, identify like ideas and group/combine them.
- Keep in mind the resources that may be needed to operationalize an idea, such as staffing, consulting, technology, etc.

Attachments

CHIA 2017-2019 Strategic Plan (Graphic)

2017 CHIA House of Delegates Strategic Planning Worksheets (5)