

**NASEMSO Board of Directors Retreat  
Wednesday-Thursday, August 22-23, 2018**

**Meeting Record**

*Draft as of 9/11/18*



**PRESENT**

**Officers:**

President: Keith Wages (GA)  
President-elect: Kyle Thornton (NM)  
Past President: Paul Patrick (UT)  
Treasurer: Gary Brown (VA)  
Secretary: Alisa Williams (MS)  
Member-at-large on Executive  
Committee: Donna Tidwell (TN)

**Regions:**

South: Donna Tidwell (TN)  
East: Jason Rhodes (RI)  
Western Plains Alternate: Jeanne-Marie  
Bakehouse (CO)  
West: Wayne Denny (ID)

**Councils:**

Data Managers: Tom McGinnis (CA)  
Medical Directors: Ken Williams MD  
(RI)  
Pediatric: Morgan Scaggs (KY)  
Trauma Managers: Carole Mays (MD)

**ABSENT**

Great Lakes: Kathy Wahl (MI)  
Personnel Licensure: Helen Pullen (WI)  
HMPC: Joe Schmider (TX)

**STAFF PRESENT**

Rachael Alter, Program Manager  
Beth Armstrong, Executive Vice  
President  
Dia Gainor, Executive Director  
Zoe Renfro, Project Coordinator

**Call to Order / Roll Call / Quorum**

President Keith Wages called the meeting to order at 9:00am on August 22 and self-introductions were made. He introduced Kevin McGinnis to facilitate the discussion.

**NASEMSO Strategic Planning Process Overview**

Kevin briefed the board on the strategic planning template he and Rachael developed and piloted with the state EMS department of Mississippi. The process for the upcoming meeting was reviewed, including the expected outcome of 3-4 goals.

## **NASEMSO Strategic Planning Session 1: Vision, Mission, Strategy, Goals**

Kevin and Rachael suggested modifications to NASEMSO's Vision, Mission, Strategy, and Goals statements, including incorporating tribal nations; adding CP-MIH to the Mission; eliminating the Strategy statement outright; and renaming "Goals" as "Values".

Group discussion followed. The Board favored striking the Strategy statement. The Board developed the following working language for this Retreat:

**Vision:** State, territorial and tribal EMS offices advancing and providing access to optimal healthcare for all through the expansion of emergency medical response systems and roles.

**Mission:** A comprehensive organization that promotes and improves the nation's emergency care system and its paramedicine providers.

**ACTION:** Kevin and Rachael agreed to continue editing our guiding statements after the Retreat and return a draft to the Board within the next month.

## **NASEMSO Strategic Planning Session: Review SWOT brainstorming results**

Kevin outlined instructions for this session. The Board broke into four smaller groups, each with its own staff facilitator, to separately review NASEMSO's Strengths, Weaknesses, Opportunities, and Threats as submitted by the Board before the Retreat through surveys and GoToMeeting. The subgroups reviewed all items within their category and, as needed, reworded them for clarity; deleted items; move items to other categories; and added items. The subgroups merged like items into affinity groups. Staff facilitators tracked changes electronically.

## **NASEMSO Bylaws Consideration**

Kevin posed a question to the full Board: Should a revision be considered to limit candidacy for Board positions to those from states whose dues are paid in full at the time of the election?

Group discussion followed. It was considered that non-dues-paying states often enjoy similar benefits to dues-paying states, and that a carrot for paying dues may be helpful. Concerns were raised about lack of member control over dues payment; variation of states' fiscal years; and variation of billing/finance contacts. Beth offered to manually generate and send invoices to states individually to the contacts of their choosing. Paul suggested surveying the non-dues-paying directors to ascertain reasons for non-payment.

**ACTION:** Kyle Thornton motioned, seconded by Wayne Denny, that to be a voting member and therefore eligible to hold office, your state must be current with NASEMSO dues by the Annual Meeting. The motion passed unanimously.

**ACTION:** Beth agreed to begin distributing membership dues invoices annually on May 15 with a due date of August 30.

### **NASEMSO Strategic Planning Session: Rank ordering**

Kevin outlined instructions for this session. The Board used PollEverywhere to rank grouped SWOT items from the first session by importance and feasibility. In each category, any items ranking lower than the top five were eliminated from consideration.

### **Annual Meeting Schedule**

On behalf of the Program Committee, Gary Brown presented reasons for considering a new Annual Meeting schedule in 2019 or 2020, including drop-offs in attendance towards the end of the week; member difficulty securing travel funds for the full meeting; and Councils wishing to attend Committee meetings. Three proposed schedules were displayed for the Board's consideration. Group discussion followed and Rachael modified a schedule draft according to discussion.

**ACTION:** It was agreed a smaller group would meet the following week to refine the draft agenda before transmitting it to the Program Committee.

### **NASEMSO Strategic Planning Session: Combining Strengths/Opportunities and Weaknesses/Threats**

Kevin outlined instructions for this session. The Board suggested pairings of Strengths with Opportunities and Weaknesses with Threats. Rachael documented the pairings on-screen.

### **NASEMSO Strategic Planning Session: Goals**

Kevin outlined instructions for this session. The Board split into the same subgroups as before. Each subgroup developed one goal with 3-5 accompanying objectives. When the full Board reconvened and the four subgroups shared their goals, the group agreed that two of the four goals could be merged into one, and that there was no need to develop an additional goal.

## **NASEMSO Staffing Presentation**

Beth Armstrong presented her proposal to change the title and duties of NASEMSO employees Kathy Robinson, Zoe Renfro, and herself. In light of decreasing contracts and grant revenue, Beth proposed she take on the title of Management Counsel and transition to an advisory role, with Executive Director Dia Gainor picking up many of her Executive Vice President duties. Kathy's new role as the Strategic Partnerships Director would further empower her to liaise with sponsoring organizations. As the Member Services Specialist, Zoe would take on association-wide coordinating, communicating and sponsorship duties. Beth's staffing proposal was found to be in line with the strategic planning goals the Board developed during the meeting.

**ACTION:** Gary Brown motioned, seconded by Jason Rhodes, to accept Beth's proposal, with further brainstorming for Beth's new title. The motion passed unanimously.

## **ADJOURNMENT**

There being no further business, the meeting adjourned at 1:24 p.m. Pacific Time on August 23.

*Meeting Record respectfully submitted by NASEMSO Member Services Specialist Zoe Renfro.*

## **DRAFT Goals Developed at the NASEMSO Board Retreat**

August 22-23, 2018

### **Goal 1. Continue to improve on methodologies used in information and resource sharing with and among NASEMSO membership and staff.**

#### **Objectives**

1. Make changes to improve the website content and organization so that information and resources on current national topics (e.g. model legislation, FirstNet implementation, community paramedicine, specialty credentialing) are more accessible for members.
2. Make changes to expand and/or otherwise improve the new member orientation experience by:
  - Enhancing access to the new member orientation through e-learning and e-conferencing;
  - Develop orientation programming specific to council functions;
  - Create a mentoring program for new members;
3. Develop a transparent ongoing communication process among directors, data managers, trauma managers, and members of other councils about data matters. Compile a list of available data types and sources and potential uses.
4. Create or enhance networking opportunities for members through:
  - Annual and regional in-person meetings;
  - Regional, committee and council conference calls;
  - Blogs, listserves, webinars of general interest to members and specific to councils and committees.

Continue to enable national EMS community involvement/representation in communications and technology development and implementation in the public safety and health care fields. Maintain member awareness of these activities and opportunities.

## **Goal 2. Ensure that NASEMSO is recognized as the nationwide leader and unifier for the many components of the Emergency Medical Services system.**

### **Objective 1 – first 6 months**

Re-develop Vision/Mission/Values statements

### **Objective 2 – 2<sup>nd</sup> 6 months**

Develop effective, consistent speaking points about the value of NASEMSO.

- Who we are
- What we do
- Why it matters
- History of success
- Reputation
- Relevance inside/outside of EMS

### **Objective 3 – Year 2-3**

Create roadmap to identify and engage with target audiences (for example, partner organizations, funders, NHTSA, HRSA, legislators, stakeholders)

### **Objective 4 – Year 2-3**

Develop a marketing plan to tailor and deliver message externally through a variety of means.

- Website
- Videos
- Marketing campaign
- Logo
- Social media

*Note: it was decided that goals 2 and 3 should be merged.*

### **Goal 3. Educate stakeholders on the value and role of NASEMSO and state EMS offices.**

#### **Objectives**

1. Form a virtual workgroup, inclusive of a state EMS director from each Region, to develop a comprehensive and common list of state EMS office responsibilities; final list will be presented to the Board by xxx, 2019.
2. Form a virtual workgroup, inclusive of a representative from each Council and Committee and the first workgroup, to develop a comprehensive list of NASEMSO roles and responsibilities; final list will be presented to the Board by xxx, 2019.
3. By xxxx, 2019, develop a policy that NASEMSO will be proactive to industry-related issues and release statements of support or dissent using data to support statements as available.
4. By xxxx, 2019 develop and disseminate messaging utilizing technology that describes the depth & breadth of NASEMSO's services and functions.
5. By xxxx, 2021 create a list of stakeholder organizations and perform a gap analysis of NASEMSO liaisons to determine where additional NASEMSO liaisons would be appropriate and feasible.

### **Goal 4. Develop and enable policy deliberation, documentation and external communications about member consensus on emerging specialties.**

#### **Objectives**

1. Establish a process (and policy) for NASEMSO to identify which emerging specialty(ies) are a concern to members by December 1, 2019
2. Select a specialty to pilot the process by March 1, 2020 and communicate the project to members by April 1, 2020.
3. Conduct pilot by May 31, 2020.
4. Board reviews and refines process and policy by August 31, 2020
5. As applicable, Board chooses external communication method and appropriate audience by December 1, 2020.