**IDEA Strategic Planning Cohort Syllabus**

We are excited to offer IDEA Strategic Planning Cohorts during the winter/spring season of FY22. This cohort is designed to work through the IDEA Strategic Planning Toolkit in collaboration with your sister councils. This shared learning space will be rich in conversation and learning and will result in all participants have an up-to-date strategic plan informed by the Girls on the Run IDEA Strategic Imperatives. For information on how to register for a cohort, email idea@girlsontherun.org

**Cohort Structure and Expectations:**

* ED and Board representative from each council (can be a different board member each session)
* Each cohort will consist of 5 sessions over a two-month period for 90mn. (Sessions 4 and 5 are optional)
	+ Cohort #1 will meet on Tuesdays at noon EST on Feb 1, 15, March 8 and 22, and April 5
	+ Cohort #2 will meet on Thursday at noon EST on Feb 3, 17, March 10 and 24 and April 7
	+ Cohort #3 will meet on Tuesday at noon EST on April 12, May 3, 24 and June 7 and 21
	+ Cohort #4 will meet on Thursday at noon EST on April 14, May 5, 26 and June 9 and 23.
* Each cohort will consist of up to 15 councils. Councils that have received Rite Aid funding this year will receive priority enrollment
* Most Cohorts sessions will include 45mn of group sharing opportunities and 45mn of collaborative work time between ED and board member
* Prework will be required prior to the first session
* Every session will have homework that will require board or IDEA Task Force involvement

**Prework**:

* **Goals and Activities:**
	+ - Establish an IDEA Committee (2-3 people)
		- Review the [IDEA Toolkit](https://gotr.sharepoint.com/sites/Council-Portal/SitePages/Inclusion%2C%20Diversity%2C%20Equity%20and%20Access.aspx) (30mn)
		- Board completes [Taking Action on IDEA activity](https://gotr.sharepoint.com/%3Aw%3A/r/sites/Council-Portal/_layouts/15/Doc.aspx?sourcedoc=%7BDDF3DDA5-9F7E-4D38-967A-3504F9169C20%7D&file=04%20Taking%20Action%20on%20IDEA-%20A%20Council%20Questionnaire.docx&action=default&mobileredirect=true) (IDEA Toolkit) (1 hour)
		- Collect and review the following data (found in the [Essential Activities Check List in the Build Back Toolki](https://gotr.sharepoint.com/sites/Council-Portal/Shared%20Documents/Forms/IDEA%20Strategic%20Planning.aspx?id=%2Fsites%2FCouncil%2DPortal%2FShared%20Documents%2FStep%204%5FEssential%20Activities%20Check%20List%2Epdf&parent=%2Fsites%2FCouncil%2DPortal%2FShared%20Documents)t) (2-4 hours by ED)
1. Site Diversification
2. Participant Diversity (MAM)
3. Coach Diversity (MAM)
4. Coach Recruitment
5. Satisfaction Surveys (MAM)
6. Scholarship Ratio
7. Staff compensation
8. Board Diversified Recruitment (MAM)
	* **Outcomes:**
		+ Council begins purposeful IDEA conversation
		+ Council has baseline data

**Session One:** **Assess Your Environment**

* + **Goals and Activities:**
		- Assessment of Readiness
			* What did you learn about your council readiness from the data review and Taking Action on IDEA conversation?
		- Review and confirm council’s alignment with IDEA Strategic Imperatives
			* Complete IDEA Strategic Imperatives Activity
		- Review/prepare team to implement IDEA Readiness Matrix with council
	+ **Homework:**
		- Complete IDEA Readiness Matrix with board or IDEA Task Force

**Session Two: Identify Priorities**

* **Goals and Activities:**
	+ - Review outcomes of IDEA Readiness Matrix and IDEA Strategic Imperatives Activity
		- Complete Internal SWOT Analysis.
		- Create list of critical issues, constituents and information necessary for the creation of strategic plan
		- Coordinate logistics for execution of External SWOT Analysis
	+ **Outcomes:**
		- Tools to conduct External IDEA SWOT analysis
		- Constituent input
	+ **Homework:**
		- Identify/gather input from constituents, complete External SWOT Analysis

**Session Three:** **Agree on Priorities**

* **Goals and Activities:**
	+ - Review and consolidate input from Internal and External IDEA SWOT
		- Compare information with Strategic Imperatives and IDEA Readiness Matrix to determine priority areas for your strategic plan
	+ **Outcomes:**
		- Council priority areas
	+ **Homework:**
		- Share finalized SWOT and priority areas with your board
		- Confirm board consensus on priority areas

**Session Four:** **Write the Plan (Optional working session)**

* + **Goals and Activities:**
		- Determine outcomes, activities, resources, responsibilities and timelines
	+ **Outcome:** Draft plan
	+ **Homework:** Share and present draft plan with board

**Session Five:** **Finalize Plan and Celebrate (Optional)**

* + **Goals and Activities**
		- Celebration
		- Reflection on learning
	+ **Outcomes:**
		- Submission of plan
	+ **Homework:**
		- Begin plan implementation