



The Future of The Angelfish Society

Developing a Strategic Plan

A Presentation for the January 18, 2009
General Membership Meeting

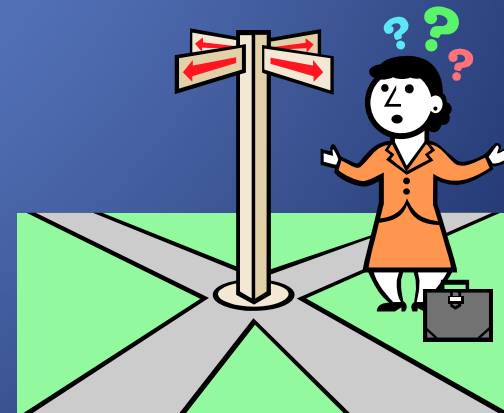
By Tamar Stephens

The best way to predict the future is to
create it!



Key Questions

- Where are we as an organization?
- Where are we going?
- How will we get there?
- How will we know when we have arrived?
- Answering these questions will help us develop a strategic plan to create our own future.



What is a Strategic Plan?

While there are many ways to develop a strategic plan, in essence it has these three components:

1. Mission Statement – to give us focus
2. Objectives - to fulfill our mission
3. Strategies – how to achieve our objectives



Your ideas and comments are wanted

- This presentation introduces the concept of developing a clear mission statement and a strategic plan to give us focus and to create the future of our organization.
- As we undertake to develop a strategic plan, all members are encouraged to participate by presenting your ideas and comments. You can comment during meetings and on discussions that will be held on the TAS forum.



Step 1 – Determine our Mission / Develop a Mission Statement

Why have a mission statement?

- A mission statement gives us a concise statement of why we exist as an organization.
- A mission statement helps give us direction and purpose.
- A mission statement helps us determine whether a proposed project or action is in keeping with our mission.

Does TAS have a Mission?

The narrative on the TAS website home page describes the intent of the founders of TAS. I went through it and pulled out the following key phrases to make a stab at a concise mission statement. Here is what I came up with:

The mission of TAS is the advancement of the hobby through

- Enhancements in the quality of the fish we keep and breed,
- Defining standards for high quality breeding programs, and
- Identifying genotypes of angelfish and genetic notations to describe them.



Step 2 – Determine Objectives

What are Objectives?

- Objectives are the goals we want to accomplish. For example, developing a phenotype library was a goal established many years ago.
- Objectives can be short-term, for perhaps one year, or long-term, looking several years into the future.
- Objectives should be in keeping with the mission, but do not have to achieve all facets of the mission.
- Over time, as some objectives are achieved, other objectives can be developed.

Here are some examples of possible Objectives

- Objective 1. Provide guidelines for determining what is a “quality” angelfish.
- Objective 2. Develop guidelines for proper care of angelfish by the hobby breeder.
- Objective 3. Develop guidelines for a high quality breeding program for small-scale hobby breeders.

How do we develop Objectives?

- Here is where TAS members can have a lot of influence.
- Since we have a wide range of possible objectives, we should look at the needs and interests of our members to develop objectives that we believe are worthwhile.
- How do we do that? We start with discussion during meetings and discussion on the TAS forum. We can schedule chat times for the sole purpose of discussing objectives. We can poll members.

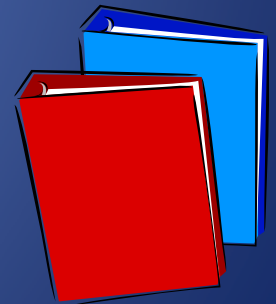
Step 3 – Develop Strategies to Achieve our Objectives

What are Strategies?

- Strategies are specific actions or activities that help us achieve objectives.

Example of Strategies to Achieve an Objective

- Objective: Develop guidelines for a high quality breeding program for small-scale hobby breeders.
- Strategies:
 - a. Identify and interview a variety of successful breeders on elements of their breeding programs (4 months)
 - b. Based on the information obtained from these interviews, develop “best practices” guidelines for selecting breeding stock, providing proper nutrition, providing a proper environment, etc. (4 months)
 - c. Compile the information into a draft manual, and have it reviewed by a panel of successful breeders (4 months)
 - d. Post the key information on our website and a pdf of the complete manual on our website for download. (2 months)



What's Next?

- Over the short term, we need to develop and refine a good mission statement.
- We need to start discussion of the objectives we want to achieve over the next year, and over the next few years.

How can you participate?

Here are some ways you can participate.

- Voice your opinions during meetings.
- Engage in forum discussions.
- Discuss your ideas with your angelfish-loving friends.
- Feel free to use the TAS chat room when there are no meetings being held to get together with your friends to discuss these ideas, then post the ideas that came from discussion on the TAS forum.

The End



- Now back to the chat room for discussion.