Arizona Trail Association STRATEGIC PLAN (2022 – 2026)

Subcommittee Members: Fred, Ambika, Susan, Vicki and Rob

Staff Members: Matt, Wendy, Zach

Process

The Strategic Plan process could look something like this:

- identify key Board and Staff to be on the Strategic Plan Committee

- review previous ATA Strategic Plans and look at what was accomplished, and what wasn't, and why

- review other National Scenic Trail organizations’ Strategic Plans, and identify elements that our plan may be missing

- participate in broad visioning exercises to imagine/reimagine the ATA over the next five years (and ten years)

- identify how aspirations can be transformed into actions with measurable outcomes

- organize goals into mission elements (protect, maintain, enhance, promote and sustain)

- write the Strategic Plan!

- review the plan (individually) then bring the committee together to share (collectively)

- review the revised plan

- engage others outside the committee to provide critical feedback (peer review). This can be from the nonprofit sector, other trail organizations, consultants, etc.

- launch ATA Member Survey

- have committee review outside input and consider amending the plan

- present to Board by email, and discuss at a Board Meeting

- Board votes to approve and adopt the Strategic Plan

- Board and Staff work together to implement the Plan over the next five years

If we want professional assistance, we can get bids from qualified consultants (three is ideal).