Comments on Draft Strategic Plan

Great Old Broads for Wilderness

2023Apr30

Submitted by:  Kathy O’Reilly-Doyle and Loren Karro, Co-Chairs, Alaska Soles Broadband

We read over the draft and was appreciative of the work that has gone into it thus far.  We are however concerned, that it lacks clarity, energy and is too wordy.  It appears to be written in a generic fashion, and does not bring into it the highlights of being a Broad.

We realize there is a very short turnaround on the comments from us on this draft, which could indicate that you are on a deadline to get this wrapped up.  If that is the case, please disregard the remainder of the comments we have submitted, as what we are proposing may not fit within your timeline.  If that is not the case, please allow us to take a step back and paint a picture of what motivated us to step up and be Broadband Co-Leaders of the Great Old Broads for Wilderness Organization,  before moving forward on the comments on the draft.

What attracted us to the Great Old Broads for Wilderness was a vitality and energy, an informed group of women that were a force to be reckoned with, that were charged with providing leadership in a women led organization.  A group that was passionate about protecting wilderness and wild lands now, and for future generations.  A group that could be laser focused and fill a niche in conservation that is unique to a style embraced by older women that are tired of dealing with pompous individuals and agencies well skilled at generating smoke screens regarding development issues.  It was also a group that could be dead serious but also had the wisdom to see and embrace the humor in human endeavors and themselves.  A group that did their homework to educate themselves on the issues, articulated their positions well and strove to be creative in seeking and fleshing out collaborative solutions that may not yet have been realized.

We are not seeing that reflected in this draft.  We both started to edit the document line by line, but didn’t get very far before we reconsidered, as we don’t think word smithing is the answer.

Kathy has been involved in many strategic plans and also trained and served as a Facilitator for Strategic Planning.  Loren has also been involved in many planning efforts throughout her career.  With that said, we would like to pose the question, what do you plan to do with this document when it is finalized?  Will it serve as tool for an annual review, the budget process, empowering Broadbands or creating new ones, staffing, recruiting, showcasing accomplishments or prioritizing?  Sometimes when you start with the end in mind, it makes it easier to streamline and clarify the Strategies, Goals and Outcomes.

We are also reflecting on the fact that the 2022 Annual Report just arrived in our mailbox’s.  It is an impressive listing of the Activities for the year.  How do these relate to the Strategic Plan?  If these are the things we measure as an organization, how does the Strategic Plan get us to these?  How do we use the Strategic Plan to reflect on these Activities and determine if any course corrections are needed for the upcoming year, where we need to invest more time, energy and resources, modify or intensify our messaging or identify where we may need or acquire more funding.

The Plans we were involved with started with articulating the overall strategies first, what are the “big rocks,” what must we focus on to achieve our vision?  Goals should be written to convert the strategies into specific performance targets.  Goals should clearly state what, when, how and who and they are specifically measurable.  The measures, targets and responsible parties nested under the goals.

Perhaps to align the Strategic Plan more with the Vision and Mission statements you could consider organizing them under the categories, Education, Advocacy, Stewardship and Fun.

We appreciate your invitation and the opportunity to provide comments and input on this Plan.