

DIRECTOR COURSE #2630.1 STRATEGIC PLANNING

Date:
Saturday, February 25, 2012

Time:
9:00 a.m. - 4:00 p.m.

Location:
Grand Hyatt Hotel
1750 Welton Street
Denver, Colorado 80202

Instructor:
Greg Boudreaux

Fee:
No charge for CREA members
\$200 for non-members



Course Description: Boards have ultimate responsibility for ensuring and evaluating the long-term health of the organization. They help fulfill this duty by identifying goals through strategic planning and by authorizing the appropriate allocation of resources through the adoption of financial policies and budget review and approval. This course teaches directors how to participate effectively in a strategic planning process.

Key topics include:

- The purpose, value and components of strategic planning
- Preparing for a strategic planning session
- Using a “SWOT” analysis to assess strengths, weaknesses, opportunities, and threats
- Recognizing how the board should plan its monthly agendas around the strategic plan
- Recognizing how the board should use its annual evaluation of the cooperative’s accomplishment of the strategic plan as the foundation of the CEO’s performance appraisal

Credit: One credit toward NRECA’s Credentialed Cooperative Director Certificate will be given upon the successful completion of this class

To Register: Registration can be done at the same time as you register for the CREA Annual Meeting, just go to www.crea.coop and click on the annual meeting link. Or, you can contact Meg Vetting at the CREA office (303) 455-2700 ext. 700 or e-mail at mvetting@coloradorea.org

**SPONSORED BY THE
COLORADO RURAL ELECTRIC ASSOCIATION**