**DRAFT 1** Motion- Ritz 1

Motioned by: Director Ritz  
 Seconded by:

“***Establishment of a Board Committee to Draft a New ARRL Strategic Pl****an*”

*Whereas*:  
 The ARRL Board of Directors last crafted and approved a Strategic Plan for the Company and organization in 2016, designed to carry the Company and organization through the year 2020.

*Whereas:*It is now 2020, and a complete, well-crafted, forward looking, and executable Strategic Plan (referred in this document as the “Plan”), is critically necessary for the long term financial health and growth of the Company and organization, and to ensure the Company and organization remains relevant, vibrant and competitive in its core markets.

*Therefore:*   
The ARRL Board of Directors shall create an ad-hoc committee to craft a new ARRL Strategic Plan, the planning horizon of which shall be determined by a consensus of the committee.  
  
 The ARRL Strategic Planning Committee shall be chaired by the ARRL President, and will at a minimum consist of the ARRL CEO, and additional ARRL Board members and Officers with experience in strategic planning. The committee may also include others, (including outside consultants and appropriate ARRL staff), as the committee deems necessary to complete its mission.

The ARRL Strategic Plan itself will contain a forward looking mission statement, identify the organization’s core values, address the organizations strengths, weaknesses, growth opportunities, and threats to its business unit and membership levels, and will not only provide goals (both short and long term), and initiatives as a part of the Plan, but shall also include proposed tactics/action plans, and metrics that can be used to measure success.   
  
The Plan shall also include proposed strategies for “fortify and defend”, to ensure retention and expansion of market share in its core markets, and a study of additional external alliances that may be required to successfully execute the plan.

The Plan itself shall be vetted and ready for a full Board vote no later than the January 2021 ARRL Board meeting.

Cost: Variable, depending on travel and meeting costs.