
TAC Strategic Planning - Part 2

By Ward Fleri, San Diego Branch



“In order to carry a positive action we must develop here a positive vision” - Dalai Lama

This is the second of a series of articles describing the strategic planning process undertaken at the request of the Executive Committee. In the December TACTalk, I described the motivation for conducting this process now, what it entails, the people involved, and the initial outputs produced by the planning committee. These outputs include a Strengths-Weaknesses-Opportunities-Threat (SWOT) analysis, a mission statement, and an updated list of organizational objectives. This article will focus on the work performed to develop a values statement and a vision statement for TAC.

Values statement

A Values Statement highlights an organization’s core guiding principles and its philosophical ideals. It is used to both inform and guide the decisions and behaviours of the people inside the organization and to signal to others what’s important to the organization. After several iterations, the following values statement was presented to the Executive Committee and approved:

We value:

1. **The joy of Scottish Country Dancing.**
2. **Teaching Skills:** Training, mentoring, and lifelong learning that allows all teachers to lead instructive and enjoyable classes.
3. **Community:** A welcoming community that demonstrates respectful engagement, inclusivity, and sociability.
4. **Collaboration and Communication:** The cooperative and transparent exchange of information.
5. **Stewardship:** The preservation of the history of Scotland's dance and music and their continuing development as living traditions.
6. **Governance:** Effective and responsible leadership to ensure the success and future of the organization.
7. **Health and Safety:** Environments and practices that respect the well-being of participants and support their learning.



Vision Statement

The planning committee next tackled writing a vision statement. The importance of such a statement is encapsulated by the quote above from the Dalai Lama. The groundwork for this statement was laid at the committee’s November meeting using a cover story exercise. This involved dividing into three groups to envision a story about TAC that would make the cover of a major magazine five to seven years in the future. This proved to be a very exciting and productive method for generating ideas.

While a mission statement answers the question “why do we exist – what is the purpose of our organization,” a vision statement answers the questions “where are we going and why.” It should describe a future state as if it already exists. It is the mountaintop that we are striving for. It is also useful to include the impact the vision will have. After several iterations, the following statement was submitted to the Executive Committee and approved in January:

By 2028, we envision a vibrant TAC that supports a thriving SCD community in North America through additional and diverse events, a sound financial foundation, and compelling membership value.

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Phase Three – Goals, Strategic Objectives, and Actions

The planning committee is now in the third and final phase of the process – organizing all the great ideas generated from the SWOT analysis, the visioning exercise, and other committee discussions into a plan of action for the next five to six years. To initiate this phase, the committee categorized the proposed concepts into three broad goal areas – teacher development, financial and administration, and additional and diverse events. Each of these areas has been assigned to a subcommittee tasked with developing SMART strategic objectives. SMART stands for Specific, Measurable, Achievable, Result-oriented, and Time-bound. Actions for implementing each strategic objective will also be developed. These actions will be assessed regarding the level of ease or difficulty of implementing them, the impact each will have on members and the TAC, and the monetary cost involved, in order to prioritize and schedule them in the overall plan.



Next steps

The committee’s goal is to have the strategic plan completed for membership approval at the 2022 AGM. The components of the plan are being shared with the TAC membership as they are being approved by the Executive Committee. An upcoming Area Rep meeting will be dedicated to the presentation and discussion of the plan. We anticipate holding one or two Zoom sessions in the spring so members can provide their reactions to its constituent parts. Reactions to the current Values and Vision Statements can be sent to Ward Fleri at sedir2@tac-rscds.org.

TAC Summer School 2022

Has it really been almost three years since we were dancing together in Calgary at Mount Royal University? Hard to believe, and yes, that was July 2019. Even harder to believe, it looks as if we will be meeting at Mount Royal again this July for the next TAC Summer School. Finally!

The Summer Events Committee is really looking forward to hosting everyone in Calgary. We are thrilled to be welcoming Raphaëlle Orgeret, Jeanne Moody, Barbara Johnston and Robert McOwen as the School’s teaching staff. Music Director Judi Nicholson is bringing Ian Muir, Cathy Fraser-Collins, Fred Collins, Mary Ross and Terry Traub with her, so you know that the music will be amazing. Registration will open in early March, so please check the TAC website for updates.

We realize that many people will feel a little nervous about travelling or dancing in large groups for the first time in so long. The Summer Events Committee is determined to make Summer School as safe as possible. We will keep you updated about national and provincial requirements (vaccines, testing, masking) and any changes that happen as restrictions lift. We are also developing protocols for Summer School itself so that you can feel confident about attending. Furthermore, you can register for Summer School and pay a deposit of \$500 rather than the full amount. If you choose to pay the deposit, the remainder will be due by June 1st.

Please mark your calendar for July 22nd to July 31st and start planning your trip to Calgary now!



Annual Teachers Conference and AGM Weekend

July 22-24, 2022

Mount Royal University, Calgary, Canada

Weekend Teacher



Raphaëlle Orgeret
(France)

Musicians



Judi Nicholson,
Fred Collins,
Ian Muir, Kathy
Fraser Collins

**Extend your trip
and stay on for
summer school!**

**Register now!
tac-rscds.org**