

# **COUNCIL ON NATUROPATHIC MEDICAL EDUCATION**

## **Meeting of the Strategic Planning Committee (SPC)**

Friday, October 12 ♦ 3:45 p.m. – 5:30 p.m.  
La Fonda Hotel, Coronado Room ♦ Santa Fe, New Mexico

### **Minutes**

#### **Call to order and roll call**

SPC Chair, Dr. Saubert, called the meeting to order at 3:50 p.m. The following committee and Board members were present:

- Lance Blackshaw, PhD (Public Member), Belfast, Maine;
- Jasmine Carino, ND (Institutional Member Rep., CCNM), Toronto, Ontario;
- Becky Clark, EdD (Institutional Member Rep., SCNM), Phoenix, Arizona;
- Nancy Mitzen, CPA (Public Member), Barrington Hills, Illinois;
- Carl Saubert, PhD (Public Member), Saint Charles, Missouri;
- Steven Rissman, ND (Profession Member), Broomfield, Colorado;
- David Scotten, ND (Institutional Member Rep.), New Westminster, British Columbia.

Members Absent:

- Rita Bettenburg, ND (Profession Member), Portland, Oregon

Staff Present:

- Daniel Seitz, JD, EdD (Executive Director), Great Barrington, Massachusetts

Guests Present:

- Guru Sandesh Khalsa, ND (BINM)
- Arianna Staruch, ND (Bastyr)

#### **Request for additions or other changes to the agenda**

There were no changes to the agenda.

#### **Organizing and prioritizing goals**

Dr. Saubert informed the committee that he had grouped the goals from the previous brainstorming session on strategic planning (which took place during the fall 2011 Council meeting) into 3 primary areas as a starting place for today's discussion, and listed examples of specific goals under a couple of these areas:

1. Financial stability and sustainability
2. Changing face of Higher Education
  - a. Delivery mechanisms
  - b. Residency programs
  - c. Outcomes methods

3. Positioning the Council for the future
  - a. Website development

This grouping is just one possible way to organize various individual goals; committee members may have others.

Dr. Saubert noted that it is important for the Council to have a strategic plan document for two reasons: we are reviewed by external agencies that expect us to engage in careful planning, and planning can help guide our work by anticipating future changes. However, a strategic plan should not impede good work that already happening; in fact, some of the ideas expressed during brainstorming session (e.g., revising the Council's organizational structure) are currently being worked on. He suggested that the committee start by developing a relatively simple plan and then to use the plan to annually assess our progress as we move forward.

Committee members and guests raised the following questions and made the following points:

- Should we make a point of recording our accomplishments over the last several years in order to track our progress as an organization?
- As we develop a set of action steps to implement our plans, the Council needs to be sensitive to the issue of resources.
- The strategic plan should be clearly linked to the Council's vision, mission, goals, and values.
- The categories Dr. Saubert presented look like a good starting place for our strategic plan

### **Reviewing and adding to the list of brainstormed ideas from the 2011 Council meeting**

Committee members and guests raised the following questions and made the following points:

- Several Board members stated that, overall, the list of brainstormed ideas provides a good basis for developing a plan.
- The CNME should explore the question: What information should be routinely provided to the public on CNME-recognized programs, either as information pertaining to all of the programs as a group or to each of the programs individually? A related question is: In what context should this information be provided?
- The CNME should also explore the question: What information should the CNME require the programs to provide and how frequently? Related questions include: What information do other accreditors provide and why? Who are our intended audiences? Would there need to be benchmark data developed?
- Does the Council focus too narrowly on using NPLEX data as a major basis for assessing programs' success?

### **Identify next steps in developing the strategic plan: how, who, when**

The Committee will work with Dr. Seitz to prepare a draft plan to present to the board for review, taking into account the feedback from today's meeting; the goal is to have a draft plan ready in time for the spring 2013 meeting.

**The meeting was adjourned at 5:20 p.m.**