

Futures Committee 2009

Report to President Kathy Ruby

April 29, 2009

The Futures Committee was asked to address four issues for the President. The Committee members, which consisted of, Stuart Perry, Jeff Olson, Lois Larson, Scott Roelke and John Pogue* met to discuss the following issues:

1. Early Awareness Committee
2. Listserve protocol
3. Distinguished Service Award
4. Strategic Planning

*Diane Borchardt was asked to attend as Associate Member Sector Representative in the discussion of the Listserve protocol item.

On item 1, the Early Awareness Committee, there was extensive discussion regarding the role and purpose of the committee. The Futures Committee members are well aware of the work that is performed and the passion that the Early Awareness Committee has for the children they reach.

The Futures Committee agrees with the recommendation of the Executive Council to furlough the Early Awareness Committee. We believe that the Committee and its current structure should be evaluated by Executive Council as to its purpose and whether it supports of the core mission of the Association.

On item 2, Listserve protocol there was discussion on the use of the listserv by Associate members in promoting their products or training opportunities.

The Futures Committee recommends an additional statement be added to paragraph 6 of the listserv information page as follows: Posting for promotion of individual financial products or professional development opportunities not sponsored by MAFAA is not allowed. If an Associate member believes a training opportunity would benefit the entire membership, we encourage delivery be coordinated with the Professional Development Committee Chair. If you are unsure of whether an item should be posted, contact your Associate Member Sector Representative.

On item 3, Distinguished Service Award, **the Futures Committee recommends that the wording in the selection criteria be changed. We recommend removal of the phrase, "highlighted by contributions made this past year", and make the award based on the body of work of the individual.**

On item 4, the Futures Committee **recommends that a Strategic Planning Task Force be convened to evaluate the direction and the core mission of the Association. As we move into a new era of limited funding and industry upheaval the need for a long range plan, including budget considerations, needs to be implemented.**