



BME STRATEGIES

NORTHERN BRISTOL COUNTY PUBLIC HEALTH ALLIANCE STRATEGIC PLANNING KICKOFF MEETING NOTES

Tuesday, March 18, 2025

10:00AM - 11:30AM EST

Location or online link: <https://us06web.zoom.us/j/82581495373>

In attendance

Dan Syrialala - Attleboro HD

Sharon Jamieson - Berkeley BOH Administrator

Anne Marie Fleming - North Attleborough HD

Geri Hamel - Rehoboth PHN

Michelle Borello - Taunton PHN

Danielle Gurgel - Taunton HD

Clifford Pierre - Regional Inspector

Melissa Silverman - Regional PHN

Erika Syokau, BME Strategies

Victoria Beltran, BME Strategies

Meghan Russell, BME Strategies

I. Opener

A. Introductions and the word that comes to mind when we say “strategic planning”:

1. *Melissa Silverman - regional PHN - collaboration*
2. *Danielle Gurgel - Taunton HD - efficiency*
3. *Geri Hamel - Rehoboth PHN - roadmap*
4. *Michelle Borello - Taunton PHN - unity*
5. *Sharon Jamieson - Berkeley Admin Assistant - challenges*
6. *Dan Syrialala - Attleboro HD - goals*
7. *Anne Marie Fleming - North Attleborough HD - goals*
8. *Erika Syokau - Shared Services Coordinator - road mapping*

B. Goal for the day & agenda review

1. Another look at today’s objectives
 - a) Review of project objectives and the overall process, do a visioning activity, and discuss the stakeholder engagement process

C. Project Timeline

1. A look at the overall project timeline
2. Our strategic planning process for this project is a 4-month timeline with one meeting per month
3. Conduct stakeholder interviews and draft the objectives
4. Develop timelines, activities, and success metrics
5. Discuss the implementation plan and review cadence

- a) Triangles in white (on slide) depict the meetings, once per month throughout 4 months, 4 total meetings
- 6. *AnneMarie shares that she will be on vacation for the next two weeks and will try to contribute but doesn't know if she will miss important meetings.*
- 7. *Victoria shares that the meetings are already scheduled on a monthly basis and that she doesn't anticipate additional meetings. If they are needed, BME will give a lot of notice.*
- D. Project Objectives
 - 1. 3 phases - prep, design, and finalization
 - 2. Broken down the different components of the plan and when we will develop each one, we will be adding to the plan throughout the whole process
 - 3. Outputs at each section
 - a) We will be writing strat plan as we go, will provide folks with draft as we're moving along, so folks can see the draft versions and the end wrap up will be smoother
 - b) *Anne Marie is excited about this process, but shares that she doesn't feel like she has a vision. She hopes this process helps her create one.*
 - c) *Victoria states that Anne Marie probably does have a vision and ideas, but we are here to help find the time to capture those thoughts.*
 - d) *Melissa is curious about success metrics and what the group will decide. She also states that they should be responsive to community needs.*
 - e) *Victoria states that metrics don't have to be lofty or overwhelming; they can document successes and which successes should be continued.*

II. Northern Bristol Country Public Health Alliance Strategic Planning Process

- A. What does success look like at the end of this process? Any other outputs you are expecting beyond what was detailed in the slide before?
- B. Who is responsible for signing off on the plan at the end? Who is the approving authority?
 - 1. *This is the group that will sign off and vote on this plan.*
- C. What level of updates do your individual BOHs want/need?
 - 1. Are they expecting updates? What level of feedback and involvement do you expect from them?
 - 2. Will you be providing these updates at monthly meetings? What do you need from us to facilitate that?
- D. Does anyone have any concerns about the process?
 - 1. *Anne Marie states that the group needs to think about the expectations of the state. She feels that sometimes the state's expectations can be unrealistic for the capacity at the local level. She would like the group to have a discussion at some point to make sure they are aligning with the state.*
 - 2. *Geri echoes those sentiments. She states that she likes to think she is someone who can create ambitious goals but is nervous about how big the plan could become. She shares that she doesn't want the documentation to become too extensive and onerous.*
- E. Any other objectives you are expecting?
- F. This will be our steering committee - any questions about your role?
- G. Are there any other plans or processes going on that we should be aware of?

III. Norms and Expected Behaviors

- A. Share airtime - want to make sure everyone has an opportunity to speak, may call on you if I don't hear from you.
- B. Assume that together we know more - listen to understand each person's comments, opinions, etc.
- C. Reject the culture of blame - talking about ideas and concepts, not people
- D. Explore unconventional approaches - don't be afraid to try out new ideas
- E. Come prepared - at times we may ask you to provide feedback in between meetings and read work ahead of time. When we do this we will provide an expectation for how long it will take. Please make time to do this ahead of time so that we can have more productive discussions.
- F. Disagree and commit - a lot of ideas will surface, there will be different opinions about what language or concepts are most important, which objectives we should prioritize, etc. We want to hear everyone's thoughts. Once the group has made a decision, then we will move forward that way together

IV. **Brainstorming Activity**

- A. We're going to get into the strategic planning content of our conversation - we are going to pull up a Canva board to walk through some questions and brainstorm answers that we will add into the document as little post it notes as we go, we will use your responses and input to draft a mission, vision, and goals for the group that we will work together to finalize in the coming weeks:
 - 1. Why are you here? What are the values that your PH work is based on? Why do you do this work?
 - 2. What is the greatest need we can meet as a partnership?
 - 3. What is the most important thing this group can accomplish in the next 5 years?
 - 4. The biggest question/concern/wonder I have about this collaboration is..

All of the information shared in this brainstorming was captured on the Canva board, and will be emailed to the group in a PDF.

V. **Stakeholder Engagement**

- A. This is critical to nail down as early as possible.
- B. With PHE groups we have found that what makes the most sense for this process is to have the municipalities as the stakeholders. Our plan is to have a meeting with each municipality and with the regional staff. This will be 7-10 meetings based on scheduling, etc.
 - a) One with each municipality (6)
 - b) One with shared services team (1)
 - c) We get to 10 meetings if any have to be split for scheduling or political reasons.
- 2. This about who would be the best to include at your municipal meeting - other members of the health department, adjacent groups like COA, etc. town leadership. Whose opinion do you want on how the Alliance can better serve your municipality?
- 3. Victoria will follow up to confirm contacts for each municipality and schedule meetings.

- C. Any thoughts from the group on this?
 - 1. Anyone else important to chat with?
- D. Be on the lookout for scheduling emails

VI. **Standing Close-Out Items**

- A. Communication reminder: who needs to be informed of what happened today?
 - 1. Is there anyone else that needs to be informed? Any other staff members?
 - 2. What communications are needed between now and the next meeting? Who needs to be informed of this process?
 - 3. What is the best way to engage them? Emails? Surveys? Updates at internal meetings?
- B. **Next steps**
 - 1. Incorporate feedback into mission, vision, guiding principles draft, send to group for review
 - 2. Identify stakeholders, schedule interviews
 - 3. Performance Standards Self-Assessments have been compiled into a Crosswalk comparison spreadsheet, please review to prepare for SWOT discussion next meeting

VII. **Adjourn**

Action Items

- ☐ BME will send out drafts of Mission/Vision/Guiding Principle statements and feedback tool
- ☐ BME will send out summary of Crosswalk analysis of 2022-23 CART and updated 2024 Self-Assessments to review before next meeting

- ☐ NBCPHA members will compile list of stakeholders and send to Victoria by Wed 3/26
- ☐ NBCPHA members will add any other brainstorming ideas to [Canva board](#) and provide edits to meeting notes by Fri 3/28
- ☐ Once received, NBCPHA members will fill out Mission/Vision/Guiding Principles feedback tool before next meeting