

Strategic Planning: Using FSMEC as a Case Study

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Quote

- To do great, important tasks, two things are necessary: A plan and not quite enough time.
 - Anonymous
 - George G. Fenich, PhD

Challenge Questions

- 1. Why does FSMEC exist and should our objectives change?
- 2. What are the potential trends that will affect us in the next 10 years?
- 3. What are the needs of our members and how do we best meet those needs?
- 4. Should our membership base and requirements remain the same or expand?
- 5. What should be done to strengthen the awareness and commitment of students and practitioners to acquire and employ more effective management and business skills?

Stakeholders

- Members including (sleek and slim) elders
- Students
- Potential members in ADA approved programs
- Those in the profession
- Employers—ours and students
- Contract companies

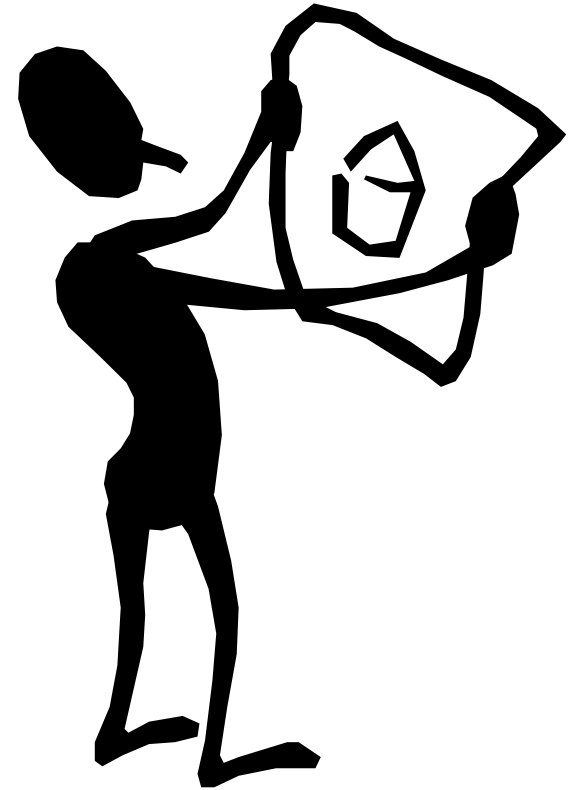
Mission

- The mission of FSMEC is to advocate for foodservice and dietetic management education, research, and practice and support members in teaching and research efforts.



FSMEC Board—Action Plans

- 1. Develop a marketing strategy to enhance the membership base.
- 2. Review the infrastructure of the organization.
- 3. Develop plans for networking.



FSMEC Board—Action Plans

- 4. Establish a process where members can collaborate on grant proposals/research.
- 5. Develop a focus group to determine the need for evaluation and curriculum strategies in the management area.
- 6. Consider a name change.

