



Board Retreat Agenda

Thursday, January 30, 2014 | 9 a.m. – 4 p.m.

The Jupiter Hotel, 800 East Burnside between SE 8th and 9th Avenues, Portland

Meeting goals:

- Refine vision for impact
- Develop clarified strategic goals and objectives
- Begin crafting an action plan for 2014

Agenda

9:00-9:30	<ul style="list-style-type: none"> • Welcome and Introductions • Warm-up Exercise • Review Agenda • Review shared definitions <ul style="list-style-type: none"> ○ What mission, vision, goals, objectives, measurement mean to the Gray Family Foundation ○ MG terminology: public will building, multicultural engagement, measuring what matters
9:30-11:30	<p>Theory of Change / Vision for Impact</p> <ul style="list-style-type: none"> • If asked to explain how the foundations intends to achieve its desired end goals, how would we tell this story in a way that links our spending to the change we're trying to make happen in the world? • Are there ways, other than outdoor education, to achieve our desired impact? • Is our theory of change sustainable? Is it scalable? Does it maximally leverage the foundation's potential for impact? • Does the theory of change include enough of John and Betty's approach and interest? • Will our theory of change achieve impact fast enough? • Will it lead to changes that are directly attributable and measurable?
11:30-12:30	<p>2014 Goals and Measurable Objectives</p> <ul style="list-style-type: none"> • Inputs • Outputs • Outcomes • Impacts
12:30-1:00	Lunch Break



1:00-2:00	Audience Mapping <ul style="list-style-type: none">• Which are the top three audiences we need to reach to execute our theory of change?• What motivates this group / what needs are they focused on?• What action do we want this audience to take?
2:00-3:15	Key Strategies
3:15-3:45	Brushstroke Budget for 2014 <ul style="list-style-type: none">• Where to emphasize investments: personnel, grants, lobbyists, communication / public will building campaigns?
3:45-4:00	Wrap-up Exercise Next Steps
4:00	Adjourn

All retreat participants are invited to dinner at Firehouse, 711 Northeast Dekum Street in Portland. You are welcome to arrive at 5:00 p.m.; dinner will be served at 5:30 p.m.