



ASOR Executive Committee Conversation on Strategic Plan  
May 1, 2021, 1:00–2:00 PM ET

Via Zoom

Present: Richard Coffman (Chair of the Board); Andy Vaughn (Executive Director); Sharon Herbert (President); Chuck Jones (Vice President); Emily Miller Bonney (Treasurer); Ann-Marie Knoblauch (Secretary); Jane DeRose Evans; Eric Meyers; Lynn Swartz Dodd

Absent: Susan Ackerman (Past President)

Sharon opened the meeting by listing the two items on the agenda:

1. Review the draft of the Strategic Plan
  2. Consider ways to discuss the plan at the May 16 Board meeting
- Discussion followed in which Executive Committee members brought up specific parts of the plan that required clarification of language. Additional discussion included the balance of history, past accomplishments as well as implementation of goals.
  - It was noted that two of the key areas that appear in this plan (DEI and CHI) either do not appear in the current strategic plan or have been expanded significantly from what is contained in the current strategic plan.
  - Sharon invited committee members to send her small and large revisions and edits by email.
  - Breakout rooms (seven total, one for each strategic goal) are being planned for the May 16 Board meeting. Sharon indicated that at least one member of the Executive Committee would be in each breakout room and facilitate conversation and take notes.
  - Richard noted that in calling up the Strategic Plan on his phone using Google, that ASOR's new name does not appear on all the Google pages—even though the new name is found in the actual webpage on the ASOR website. Andy indicated that requires changing the metadata that is “crawled” by the search engines. Andy asked EC members to send Jared ([jaredkoller@asor.org](mailto:jaredkoller@asor.org)) and Andy an email with the specific webpage URL so that we could make sure that all of the metadata have been changed. In many cases the metadata have been changed, but old “crawls” from Google still exist.

Meeting adjourned 2:08 PM

Respectfully submitted,  
Ann-Marie Knoblauch