



Society of
North American
Goldsmiths

SNAG
Strategic Planning Meeting
Friday February 7, 2014
10 – 11:00 am

GREETINGS:

The strategic planning meeting (via conference call) of the Society of North American Goldsmiths Board of Directors was called to order at 10:00 am on February 7, 2014 by Gwynne Rukenbrod, Executive Director.

PRESENT:

Gwynne Rukenbrod –Executive Director
Renee Zettle-Sterling - President
Anne Havel – Treasurer

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out
Angela Bubash (E) Martha's Position – Metalsmith Editorial Advisory Committee
Karen Lorene (E) – External Fundraising/Outreach
Brigitte Martin – (E) Community Liaison, Volunteer Liaison, OPC Liaison, PDS Liaison
Becky McDonah (E) – Lifetime Achievement Award Liaison/Guild Liaison
Pam Robinson (A) – Conferences
Jen Townsend – (A) Online Presence Committee

ABSENT:

Sue Amendolara - Past President
Sharon Massey (A) - Student Programs and Services Liaison
Todd Pownell (E) Eli's Position - Symposiums

ANNOUNCEMENTS:

a. Confidentiality

The Board was reminded that everyone is encouraged to speak their minds during these meetings, and that opinions and comments are to remain confidential.

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CORE VALUES EXERCISE – Gwynne

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Core Values Worksheet:</p> <p>Individuals selected the top three core values for SNAG (from the list provided) that reflected the perceived basic beliefs we share as an organization.</p>	<p>Different values chosen:</p> <p>Leadership - 4 Ethical - 2 Togetherness - 2 Dedicated - 2 Opportunity - 2</p> <p>Mentorship Credible Knowledge Outstanding Gallant Meaningful Planning Wisdom Community Thoughtfulness Creativity Strengths Resourcefulness Unity Informative</p> <p>Use this information to help further define who we are as an organization.</p>	

SNAG's MANDATE – Gwynne

<p>SNAG's Mandate: Discussed what SNAG is supposed to do, what SNAG does and what SNAG should do.</p> <p>Discussion relating to the excerpt: By-laws preamble, paragraph 2 ...to support education in the field of metalsmithing, to disseminate information to anyone interested in metalsmithing and to encourage the exchange of information in the field, to further the education and appreciation of the metal arts to the general public, and to promote a supportive environment for metalsmithing and metalsmiths.</p>	<p>Support education in the field – SNAG does do this in areas including: metalsmithing, mentoring, and business areas and also through conferences & symposia.</p> <p>Disseminate information – to those interested in metalsmithing. We are good at this internally, but we need to educate the broader public/general population, educating the community at large will strengthen us as a whole.</p> <p>Supportive Environment - Want membership more open and inclusive. The long lasting issue with the specificity of the term Metalsmith remains. Does this antiquated term exclude those working in other materials? Many view this term in a broader sense and not as connected with the material, but a poll of the membership could be a way to get feedback.</p>	<p>Gwynne: Include this topic in the member survey.</p>
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SNAG's MANDATE Cont. – Gwynne

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>SNAG's Mandate continued:</p> <p>Discussion relating to the excerpt: By-laws preamble, paragraph 3 Members of SNAG affirm their support of the field and commit to the free exchange of information for the general benefit of all. Members are expected to adhere to moral and ethical conduct in relation with one another, specifically, never to impede, hinder or detrimentally interfere in the transference and advancement of knowledge, skills, and ideas.</p>	<p>Moral and ethical conduct. This is hard to police. We can let people know what we expect. We can emulate, promote and talk about our moral and ethical conduct, but need to look at this as a guiding principle, reflecting the organization's ideals.</p> <p>Paragraph could use revision to put it in a more positive way stating what we should do instead of what not to do. This can inform individuals of what we expect of members of our organization.</p>	
<p>SNAG's Vision: Discussed reactions to the current vision statement:</p> <p>To be the organization in our field that best fulfills the needs of artists, designers, jewelers, and metalsmiths.</p>	<p>Would like to revisit this vision to say something more informative and inspirational.</p> <p>We need to define our "field" in order to say what we are doing for it.</p>	

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SNAG's MANDATE Cont. – Gwynne

<p>SNAG's Mission: Discussed current mission statement:</p> <p>The Society's mission is to support and advance the professional practice of artists, designers, jewelers and metalsmiths. Through education, innovation, and leadership, SNAG provides access to a vibrant and passionate community.</p> <p>Discussed if this states the overarching purpose of SNAG, who we are, why we exist, what we do, and who we serve. Discussed if the current statement is inspirational.</p>	<p>Goal: To be clearer on who we are as an organization so people unfamiliar with the organization can decide if they fit within SNAG or not. Create a mission statement that is easy for board members to memorize.</p> <p>Actions: Send Gwynne missions that are inspirational and she will compile and circulate through google docs for board member notes and comments on phrases we like.</p> <p>Suggested Mission Statement: "Education and Expansion of Metal and Jewelry Arts"</p>	<p>All Board Members</p>
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Meeting was adjourned at 11:05 a.m.

Strategic Planning Meetings will be held the 1st Friday of every month.
 Board Meetings will be held the 3rd Tuesday of every month.

Next Meeting:
Board of Directors
Tuesday, February 18th 10:00 – 11:00 am EST