

## Q1 Internal Strengths

Strong Leadership (Eric)

Headquarters & RDCs

Communication

Statewide reach

Strong network of support for FASST (collaborative relationships)

Staff

Board

Volunteers

Budget

Subcontractors

Knowledge

Passion

Variety of services

Transparency

Hannah

Regional Centers

Legislative

Resource Library & Loan Programs

Inventory @ RDCs

Financial Loans

Outreach reports

Interns

Training

Open to change

## Q2 – Internal Weaknesses

Staff morale

Additional funding

AT expertise/ AT knowledge/ Staff training

Public Awareness

RDCs/Tallahassee – good relationship needs to be fostered.

Equipment current/ Standard Core – equipment (training)

Board involvement

Volunteer involvement

New Technology

Public events

Staff

RDCs

State agencies

Supportive not competitive

RDC involvement

Marketing & Communications

Board Recruitment

Update processes

Funding on time

Promote partners.

Other agencies  
Tallahassee  
Device returns  
Experienced AT Staff  
Database  
Ordering process

### Q3 – External opportunities

Veteran Affairs

AT Vendors

Fundraising

Awareness - stakeholders/partners – areas of under awareness (audiologist, OTs/PTs, VA, Drs/staff)

Technology/Smart Homes

Data

Consumers  
Funders  
Stakeholders  
Trends  
Stories  
Community  
RDCs  
Loan Programs  
Resource Library  
Medical Providers  
Access to ATP  
Involve RDCs  
Partnerships  
Disability Stakeholders  
Communication

### Q4 External challenges

Marketing – awareness, social media

New & cost of technology

Funding/fundraising – Donors (guide)

Competitor rather than partner

Stakeholder involvement

Grant participation  
Increased technology  
Vendors  
Communication  
Partners  
Community  
Potential consumers  
Data – events/social media  
Better communication w/ FFBF (partner loan program)  
Mission  
Exposure about FAAST services  
Awareness

Cost of doing business  
RDCs and partnerships  
Name recognition  
Marketing  
Partnerships  
AT Makers event to solve accessibility issues  
Financial support  
Lack of desire to take out loan.  
Community education  
Home mod/cost  
RDC needs  
Federal changes  
Reach more veterans  
Reach underserved areas – data  
Limitations of statute

## AGENDA FOR MEETING #2 11-1 (120 MIN \*\*=SHORT BREAK)

- 5 min **Brief review of process:** results so far, guidelines for discussion and interaction, inclusion of diverse perspectives, breaks
- 10 min **Review draft ideas of mission, values, and vision statement** and assess level of support/need for change (Discussion in large group, assign completion of worksheet by Friday C.O.B.)
- 30 min **Begin SWOT/SPOC environmental scan.** Responses to survey question #1 and #2
  - Identify important issues for further consideration, e.g. repeated themes, particular items that seem important to address in the plan (based on your knowledge and experience)
- 15 min Presentation of small group **reports**
- 40 min\*\* **Continue SWOT/SPOC environmental scan** Responses to Survey #3, #4, and 6 Presentation of small group reports
- 15 min Presentation of small group **reports**
- 5 min **Summary** – Plans for next meeting

## FAAST Strategic Planning – Identifying Strategic Issues Group # \_\_\_\_

Your task: Review the responses to Survey Questions #1-4 and 6 to find themes (e.g. money and resources), patterns (e.g. 5 people mentioned XYZ), or particular items (e.g. The XYZ organization is an ideal strategic partner for FAAST if we can network with them)) that seem important to address in the planning. One of your members will act as a scribe to place your answers in this document.

### Suggestions:

- You don't have to agree about importance. Include everyone's ideas. However, if someone identifies something and you don't understand, try to clarify before adding it to the list
- In addition to the survey responses, use your own experience to identify and add things of importance that are within FAAST's mission space.
- Don't worry about how it will fit into the planning at this time. Something could ultimately be a major goal, a key objective underneath a major goal, or a specific action step. Right now, these lists will be the raw material to shape into specific parts of the plan. Think of this like a puzzle, these pieces of importance need to first be identified. Later, you will begin to discover how they fit together.

*Round #1 – Internal Scan - Examine **Strengths** to build upon (Question #1) and **Problems** to fix/improve (Question #2)*

*Round #2 – External Scan – Examine **Opportunities** to pursue (Question #3) and **Challenges** (Question #4). Then, with the time available, look at the responses to Question 6 about additional concerns and pull out anything that seems important.*

## Group #2

### Members:

- Mary Jarret
- Lesa Kretschmer
- Kaily Medlock
- Betsy B Burgos

### Internal Strengths (Q1):

- Strong sense of mission
- Talented & Committed Staff
- Actively engaged board
- Connections with Partners
- Knowledge, Training of HQ & RDC Staff
- Contract management of RDCs
- Lots of locations across geographic areas

### Internal Weaknesses (Q2)

- Marketing & Communications
- Collaboration & Resource sharing between HQ, RDCs, & State agencies
- Staff training level requirements related to AT
- Keeping up with new technology coming out all the time
- Connecting users with funding support (prior to a direct loan)
- No fundraising currently (which we need to purchase more tech)
- Public awareness of FFAST
- Staffing levels (more help needed)
- Board member knowledge about deliverables & FFAST Staff roles, involvement with RDCs?
  - Board member on-board training (Sunshine law, expectations, rules)
- RDC Staff (and others) being informed of meeting dates to participate as member of public
- Website navigation easier – communicating with Bella re: access, organization etc.
- Informing borrowers of tech the ease of the process

### Opportunities (Q3)

- Funding opportunities – Identify them, structure for soliciting them, identify the plan of action to start working on fundraising opportunities. This will allow to reach out to individuals/families with AT needs
- Reach more consumers (testimonials & stories)
- Identify more stakeholders
- Improve loaning program (updated tech)
- Increase the attendance of public events (e.g. healthcare professional conferences) to increase FFAST and AT awareness. Including RDC staff to help attend the public events
- Increase marketing and advertising (increase testimonials & stories on social media)
- Increase collaboration with academic organizations (Healthcare professions. Ex. OT Program Directors) and hospital (e.g. Rehab Directors) to increase awareness about AT and FFAST
- Contact/Experts list in Florida
- Increase training opportunities to FFAST staff and general public
- Create partnerships with AT vendors (DME)
- Increase collaboration with state agencies that work with AT

### Challenges (Q4)

- Stakeholder involvement – Lack of support and resources
- Keep up with latest technology and AT
- Limited experience in fundraising planning & execution
- Able to collect data/contact information
- Better communication with FFBF re: partner loan program
- Broad mission with limited resources
- Lack of general knowledge and awareness of AT and FFAST
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## FAAST Strategic Planning

### **Draft ideas for Mission**

The mission of the Florida Alliance for Assistive Services and Technology is.....

To improve the quality of life for Floridians with disabilities by increasing awareness and access to assistive technology

or

To enhance the quality of life of Floridians with disabilities by increasing awareness of and access to assistive technology.

Additional comment from first round discussions:

Potential use of the language “knowledge, choice, and independence”

***Please add your comments/ideas here:***

### **Draft ideas for Values**

In pursuit of these paramount values, FAAST abides by these principles:

Empowerment—Promoting the use of information and technology to provide opportunity, choice, and ultimately independence.

Ver 1 Inclusion— Compassionately encouraging all Floridians with a disability to consider assistive services and technology; and

Ver 2 Inclusion – Encouraging all Floridians with a disability to consider assistive services and technology to assist with participating fully in society.

Collaboration—Proactively seeking opportunities for partnership to create a better future for all Floridians with disabilities.

(Included in Inclusion, ver 1 to remove as separate value) Compassion – Understanding, listening, and empathizing with the needs of every individual.

***Please add your comments/ideas here:***

### **Draft ideas for Vision**

To provide accessible technology resources and training for all Floridians to lead their fullest life.

Through collaboration/partnership with others, ensure all Floridians with disabilities have access to assistive technology and training needed to live their fullest lives.

Additional comment from facilitator:

Consider use of present tense to state Vision as if exists now, e.g.

All Floridians lead their fullest life using accessible technology resources and training.

Possible Horizon Vision Elements in 2 years (something more specific about how FAAST's performance looks at the end of the Strategic Plan.

Collaborative partnerships

Use of marketing/social media activities

# of Floridians served

Funding

Rural areas served

Training from HQ

Represent all walks of life

***Please add your comments/ideas here:***

**FAAST Strategic Planning Notes – Nov. 2, 2023**

Strengths Q1	Problems Q2
Staff	Funding from year to year
RDC	Marketing / Advertising
Strong leadership	Website Update / lending library
Engaged board	RDC Training / Support
Good communication with community partners	Challengers with RDC Inventory
Statewide reach	Training in AT for Staff, Bd & public
Resource Library & Loan Program	

<b><u>External Opportunities Q3</u></b>	<b><u>External Challenges Q4</u></b>
Fundraising opportunity	Fundraising expertise
Outreach of mission & services	Outreach capacity issues
Collaboration with RDC /CIL	FAAST is not a competitor
Symbiotic partnerships	Lack of awareness of FAAST
Connect with underserved populations (rural)	Keeping up with new technology
Outreach with VA	