

January 2017 Community Series Instructions

THE FUTURE OF COMMUNITY SERIES: A BRAINSTORM



SYNOPSIS: To welcome new Board members to the Coop, this month's Community Series will be dedicated to brainstorming ideas on how these sessions could better serve the Board, staff, and member-owners for the year ahead. Key components of this Community Series include:

1. *Discussing Elise Wheeler's proposal for amending the Coop's committee structure*
2. *Brainstorming possibilities for increasing the value of upcoming Community Series*

DISCUSSION QUESTIONS:

Process

1. What are your thoughts on the proposed committee structure?
2. What would be the best way for the Community Series to support you as a member-owner, a staff member, and/or Board member? *Ex. Provide opportunities to come up with creative solutions; provide opportunities to engage in advocacy efforts*
3. How do we create more of a learning environment at upcoming Community Series? *Ex. Changing the layout of the room, using more interactive activities, etc.*

Content

1. What framework should the Coop use to schedule the discussion topics for future Community Series? *Ex. Coop Principles, Ends, Global Ends Policies*
2. What kind of language should be used in Community Series to encourage more engagement? *Ex. Less academic jargon and more language that is native to New Mexico*
3. What kinds of tools should be used to assess member owners needs, crowdsource their insights, and elicit new ideas? *Ex. Surveys, social media, interactive activities, cooking classes*
4. What other kinds of guest speakers should be invited to upcoming Community Series? *Ex. Smaller-scale farmers, regulatory experts*
5. How should membership surveys, Coop Cafes, and other data collected by the Coop be used when developing future Community Series? *Ex. Present findings at next Community Series*

Outcomes

1. What should be the outcomes of future Community Series and how should it guide a) the Board's efforts and b) community education?
2. What other kinds of tools would help member-owners make the most of their membership? *Ex. Member-owner Handbook outlining all opportunities for involvement; Consumer Handbook outlining food assortments that are aligned with the Coop's values; Vendor Selection Guidebook outlining requirements/values for identifying new vendors*
3. How could the Community Series provide more discussion around major decisions? *Ex. product development, site location, vendor selection etc.?*

Integrated Business Approach

