



STATE OF NEVADA  
BOARD OF EXAMINERS FOR SOCIAL WORKERS  
4600 Kietzke Lane, Suite C121, Reno, Nevada 89502  
775-688-2555

MINUTES OF BOARD RETREAT  
August 17, 2018

**BOARD RETREAT CALLED TO ORDER:** The meeting of the Board of Examiners for Social Workers was called to order by Jodi Ussher, Vice President, at 9:13 a.m. The meeting was held at the Social Entrepreneurs Inc. (SEI) Conference Room, 6548 S. McCarran Blvd., Suite B Reno, Nevada 89509. Ussher noted that the meeting had been properly posted and that the Board members present constituted a quorum. Roll call was initiated by Ussher, with the following individuals present:

Members Present:

Vikki Erickson, LCSW, President (**Erickson**) joined at 10:25 a.m.  
Jodi Ussher, LCSW, Vice President (**Ussher**)  
Susan Nielsen, Secretary / Treasurer (**Nielsen**)  
Monique Harris, LCSW, Board Member (**Harris**)  
Stefaine Maplethorpe, LCSW, Board Member (**Maplethorpe**)

Staff and Facilitators Present

Sandy Lowery, LCSW, LCADC, Deputy Director (**Lowery**)  
Greg Ott, Esq., Senior Deputy Attorney General (**Ott**)  
Kelly Marschall, SEI (**Marschall**)  
Hettie Ploeger, SEI (**Ploeger**)

*Board members, Board staff and Facilitators will be identified by the above **bolded** means throughout the minutes.*

**PUBLIC COMMENT:** No public comment was offered at this time.

The Board of Examiners for Social Workers (BESW) held the second day of a two day strategic planning retreat on August 17, 2018. The retreat was facilitated by Kelly **Marschall** and Hettie **Ploeger** from Social Entrepreneurs Inc (SEI). BESW was hosted at the SEI conference room.

### Strategic Planning - Continued

**Ussher** turned over the proceedings to **Marschall** who went over the point in the strategic process that the group was at after the first day of strategic planning. **Marschall** outlined how linear planning would be conducted starting with critical issues, then identification of goals and then move to objectives or strategies. However, she stated that this group's process has been more of a circular planning process and that so far the group has come up with four critical issue areas with seven goals attached to them. Seven goals are more than is preferred as a lot of work then goes into each of the strategies and the actions to achieve those goals. Of note, the group has exceeded expectations for the first day's work together; the group has actually built out action steps for some of the strategies. A next step that will need to happen is to identify who is going

to take the lead. We're going to have to have a discussion about, "Is it the lead for a strategy?", "Is it lead for a goal?" or "Is it the lead at the micro level – the action step?" It may be that the group will use a hybrid approach and in some cases will decide that there is one person who can lead an entire section. In other cases, we may decide to parse it out as there's different pieces that will go with different people because it's too big otherwise.

After **Marschall's** preamble, the group began to walk through the first day's work product so that everyone would have a chance to reflect on the ideas generated. The group embarked on an iterative process looking at critical issues and goals prior to drilling into the strategies and action items. For example, in a section that mentioned stakeholders, the group expanded their joint understanding of who BESW stakeholders are and who other potential stakeholders might be. As the group aligned the plan in one area, another area of the plan would be refined to be compatible. During the process, the group discussed utilizing work groups and stakeholder groups to help establish timing and accountability. As the planning process continued, the group would go through each section and then would need to go back through the entire section to review it for additional changes. Iteratively, the in-process plan would become significantly different and an updated paper version was printed for everyone to make their notes on. As the process continued to move forward, there seemed to be increasing general agreement and clarity – that the group was selecting the "right" goals. At this point, the **Marschall** helped the group circle back to around to identify who is the "lead" for each goal area and as appropriate **Marschall** helped the group begin to look at the timing of each goal, etc.

**CLOSING:** Wrapping up, the group was expressed pleasure of the overall strategic planning process; **Marschall** was thanked for her work. **Marschall** asked the entire group to stay in the conference room for the upcoming Board meeting; and that she would print out the newly completed strategic plan for potential adoption during the Board meeting.

**PUBLIC COMMENT:** No public comment was offered at this time.

**ADJOURNMENT:** President **Erickson** adjourned the Strategic Planning Retreat at 1:06 p.m.

Meeting Minutes Respectfully Submitted,  
Karen Barsell, LISW, Executive Director