

A Pathway for Kentucky's Agriculture and its Rural Communities: 2007-2012 Strategic Plan

Proposed Scope of Services:

Professional Management Support to Kentucky Agricultural Council (KAC) in implementation of the Strategic Plan

Time span: September 1, 2008 through August 30, 2010

Principal Objectives:

1. Provide professional management services to the KAC executive board and membership to allow for continued development and implementation of the statewide Strategic Plan for Agriculture; allow KAC to follow through on the strategic plan implementation and execute its mission of advancing the interests of ALL of Kentucky Agriculture.
 - Build on the momentum achieved through the creation, adoption and public release of KAC's document: *A Pathway for Kentucky's Agriculture and its Rural Communities: 2007 to 2012 Strategic Plan*.
2. Assist leadership of KAC in assessing its need for, and the feasibility of, evolving the organization to carry out its mission and serving its members through a dedicated professional management capability, building on its historical reliance on volunteer efforts.

Illustrative Functions / Activities:

1. Professional Management Services

- Strategic Plan Implementation
 - Monitor and assess progress on Priority Policy & Legislative Actions
 - Work with KAC leadership to create Approach and Timeline for key KAC areas of responsibility to drive Plan implementation and accountability
 - Develop committee structure and identify "Champions" to provide ongoing leadership of key Goals / Actions
 - organize, plan and staff committee meetings
 - Identify top "Critical Success Factors" (CSFs) for 2008-10 Plan implementation
 - Provide regular communication of progress to KAC members and targeted audiences:
 - Education of public and government officials
 - Statewide and local media outlets

Exhibit #1

- Create “Report Card” on Strategic Plan’s progress on one-year anniversary of Plan adoption
- Work with KAC leadership and membership to update Plan, consistent with “living document” pledge
- Develop new, high-impact interactive internet mechanism to strengthen cohesiveness of Kentucky’s entire farming community on a statewide basis
- create foundations to provide heightened public awareness of KAC efforts and priority KAC issues, consistent with “Public Awareness & Advocacy” Core Strategy
- General KAC Activities
 - Organize, plan and staff of all KAC quarterly meetings
 - Assist officers and Executive Committee with support of KAC at external meetings
 - Manage / coordinate Information flow to, from and among members; strengthen and focus information flow to related agricultural audiences
 - Assist KAC in providing content for current Web Site; strengthen its use as a tool for information and communication with members and general public
 - Identify new opportunities at federal, state and local/regional levels to benefit KAC members or raise KAC’s leadership awareness on behalf of All Kentucky Agriculture
- 2. Organizational Development Feasibility Study
 - Undertake feasibility study to assess the potential for creating permanent professional management capability to support the KAC organization on a permanent going-forward basis
 - Work with KAC leadership and members to conduct “environmental mapping” and to identify:
 - opportunities
 - needs / issues to address
 - perceptions of KAC by members and outsiders
 - “appetite” for stronger KAC organizational capabilities
 - competitors & collaborators
 - best practices of similar organizations
 - staffing mechanisms / options
 - resources needed and available
 - obstacles
 - cost-benefit summary

Exhibit #1

- **Deliverable (by 2009):** A *Case Statement* document will be prepared for the KAC leadership containing go / no-go recommendations for future action. \$25,000 of cash match will be secured from member organizations. Additionally, there will be lots of in-kind match provided by volunteer member organizations.
- If a decision to proceed with creating a permanent / ongoing professional support capability is made, the Professional Management staff will prepare a complete *Business Plan* for the prospective organizational development program, including recommendations for:
 - Services to be provided
 - Staffing required
 - Job descriptions
 - Office / logistical requirements
 - Illustrative budget for first year and subsequent 2 years
 - “Ramp-up” and launch process recommendations
 - Sources of funding (including potential for Memberships, Sponsorships, Partnerships)
 - Illustrative marketing and communications strategy to achieve buy-in
- **Deliverable:** The Business Plan will be provided by 2009 so implementation can begin and permanent capabilities put in place prior to expiration of the Professional Management services contract