



Resource Conservation District of Greater San Diego County  
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## AGENDA

### Strategic Planning Meeting

Rancho Jamul Ecological Reserve, 14715 Campo Road, Jamul CA 91935  
June 10, 2021; 9:00AM – 4:00PM

1.	9:00 – 9:30	Welcome, introductions, framing the day
2.	9:30 – 9:50	Check-ins
3.	9:50 – 10:05	Working agreement: establish ground rules as a group
4.	10:05 - 10:50	Group discussion: vision, mission, values of the RCD
5.	10:50 – 11:00	Break
6.	11:00 – 12:30	Group activity: SWOT (strengths, weaknesses, opportunities, threats) analysis
7.	12:30 – 1:30	Lunch
8.	1:30 – 2:45	Brainstorming activity: RCD programs and direction
9.	2:45 – 2:55	Break
10.	2:55 – 3:55	Group discussion: determining strategic initiatives and goals for the coming 3-5 years
11.	3:55 – 4:00	Closing and next steps