



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 23, 2021; 9:00AM – 2:30PM

1.	9:00 – 9:15	Welcome, introductions, framing the day
2.	9:15 – 9:25	Check-ins
3.	9:25 – 9:30	Reviewing working agreement: ground rules as a group
4.	9:30 - 10:00	Group discussion: Review vision, mission, values
5.	10:00- 10:20	Review SWOT (strengths, weaknesses, opportunities, threats) analysis
6.	10:20- 10:30	Break
7.	10:30- 12:00	Brainstorming activity: RCD programs and direction
8.	12:00- 12:45	Lunch
9.	12:45- 2:15	Group discussion: determining strategic initiatives and goals for the coming 3-5 years
11.	2:15- 2:30	Closing and next steps

*Conserving Our Natural Resources*