

TO SUBMIT AGENDA ITEMS FOR COUNCIL CONSIDERATION

This form and any background material must be approved by the Borough Manager and delivered to the Assistant to the Borough Manager by noon, Thursday for the following meeting date.

COUNCIL STAFF REPORT

Meeting Date: 10-5-2020

Name of Responsible Staff: Joe Scalise

AGENDA ITEM TITLE: STRATEGIC PLANNING SCHEDULING

DESCRIPTION: I contacted the Staneks who I was planning on using for Strategic Planning and they've confirmed that they are performing planning sessions such as ours virtually and would prefer to host them virtually for the foreseeable future. If the Council intends to do strategic planning within the next several months it will likely have to be virtual. I'm asking if Council would like me to work on scheduling Strategic Planning and if there are any specific requests tied to the planning sessions?

STAFF RECOMMENDATION: I move to authorize the Borough Manager to schedule Strategic Planning for Council and Staff.

SUPPORTING DOCUMENTATION: email from Bob Stanek and original proposal

NECESSARY RESOURCES/IMPACTS:

- A: Fiscal** \$15,000
- B: Personnel**
- C: Other**

ITEM BACKUP:

- Backup material attached
- Backup material attached separately
- No backup material necessary

Resources Used in Staff Conclusion:

- Administrative
- Codes
- Engineering
- Legal
- Police
- Public Works
- Wastewater
- Water

Other:

Other Resources:

- ARB
- Beautification Committee
- Historic Kennett Square
- Historical Commission
- Planning Commission
- Public Safety Committee
- Shade Tree Committee
- Zoning Hearing Board

Other:

Other Non-Borough Resources:

- Chester County
- KAPA
- KAPRB
- PA DEP
- PENNDOT

Other: Bob and Noel Stanek

From: Bob Stanek <bob@stanekassociatesllc.com>
Sent: Friday, September 04, 2020 3:30 PM
To: Joe Scalise <Jscalise@kennettsq.org>; noel stanek <noel@stanekassociatesllc.com>
Subject: RE: Kennett Square

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Joe,

Nice to hear from you and hope this note finds you and yours safe and well.

Yes, we have been hosting essentially all our work remotely and pretty sure we can get honorary doctorates in using Zoom technology these days! In fact we are wrapping up an extensive strategic planning process where we involved not only the board and staff of a local not for profit, but also invited members from the community they serve, examples including governmental reps, local business leaders, local foundations etc. We had multiple input sessions inclusive of about 40 participants. Worked out fine. As long as the meetings are structured, using some common Zoom courtesy rules, distributing materials in advance as needed, we have found that things work fine. And speaking for Noel and I personally, as seniors, we prefer doing things remotely.

If you want to discuss over a call or Zoom, or even get input from the organization that we performed the facilitation work for, just let us know.

Be well and enjoy your Labor Day holiday.

Bob and Noel

From: Joe Scalise [<mailto:Jscalise@kennettsq.org>]
Sent: Friday, September 4, 2020 10:58 AM
To: Bob Stanek <bob@stanekassociatesllc.com>; noel stanek <noel@stanekassociatesllc.com>
Subject: RE: Kennett Square

Good morning Bob and Noel. Things are a little different since last we connected and I hope you both are well.

Following up on our Strategic Planning discussions; I was wondering if you are hosting them remotely using Zoom or a similar platform? Or maybe it isn't something you'd recommend virtually. We also have a possibility of doing it in person using a large facility locally although I'm not sure how comfortable everyone is with that venue. I'd like to hear your thoughts and then I'll discuss the options with Council. Thank you!!!

Joseph C. Scalise
Borough Manager

Borough of Kennett Square
120 Marshall Street
Kennett Square, PA 19348

610-444-6020

www.Kennettsq.org

From: Bob Stanek <bob@stanekassociatesllc.com>

Sent: Thursday, February 20, 2020 12:55 PM

To: Joe Scalise <Jscalise@kennettsq.org>; noel stanek <noel@stanekassociatesllc.com>

Subject: RE: Kennett Square

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Joe,

Good to chat with you last week.

Please find attached a proposal based on the details of our discussion. After you've had a chance to review, feel free to get back to us to discuss, suggest any modifications, etc. We want to be sure it meets your needs. Look forward to hearing from you and hopefully working with all from the Kennett Square borough.

Bob and Noel

Stanek Associates LLC

Proposal For

Kennett Square Borough

October 1, 2020

Presented By

Robert V. Stanek, Principal
bob@stanekassociatesllc.com
610-613-1421

Noel M. Stanek, Principal
noel@stanekassociatesllc.com
610-331-5007

PROPOSAL

Thank you for the opportunity to present this proposal to provide professional consulting services for The Borough of Kennett Square.

The following provides an overview of the focus of our services, specific deliverables, processes, and timelines that we believe will help the Borough strengthen and sustain its mission, and increase community impact long into the future. Also included is information about our service philosophy and biographies to provide information about our backgrounds and experience, as well insights into the foundation upon which we build and deliver our services.

All services will be delivered personally by the Principals, Bob and Noel Stanek, working in collaboration with Borough Council, Borough Manager and staff, to help the Borough set forth a path to effectively achieve its immediate and long-term goals. Building upon our knowledge and experience with the Kennett Square community, we will facilitate and lead a collaborative planning process that addresses the needs and interests of various constituencies, stakeholders, and of the community as a whole. Our recent strategic planning process for Historic Kennett Square, program planning and management of capital campaigns for La Comunidad Hispana, current counsel provided to the Kennett Library supporting their Capital Campaign, and work with philanthropic, business and community leaders throughout the Kennett Square community and environs will allow for objective insights combined with an understanding of the unique culture, perceptions, and aspirations for the community.

We hope that this information is helpful in understanding the processes, methodology and outcomes that we are proposing for this engagement. We have also provided a list of individuals to serve as references for our work and services with various organizations. For more information about Stanek Associates, please visit our website: www.stanekassociatesllc.com

Again, thank you for this opportunity. We would consider it a privilege to work with the Kennett Square Borough as it builds upon its rich history to advance and strengthen its Mission and ultimate impact on the Kennett Square community.

Service Philosophy:

We believe that “stewardship,” of doing the *right thing*, in the *right way*, for the *right reason*, serves as a platform for organizations to successfully achieve their goals, and to fulfill and sustain their missions. Our services are focused on fostering a stewardship philosophy with the organizations we serve to provide a sound platform for decision-making, planning, operations, program development and mission enhancement. We also recognize that every organization is unique, and as a result, we customize our services based on a thorough assessment and understanding of the needs and goals of the organization from various internal and external perspectives. Using an outcome-based approach, non-traditional methods, and sound business modeling, we help organizations clarify their Mission, Vision and Values, discern critical paths, and find new and innovative ways to strengthen their impact on the community and the people they serve. By bringing together our diverse, yet complementary skills and experience, we offer a holistic approach to help organizations determine, operationalize, and achieve their goals, strengthen and sustain their mission, and ultimately increase their impact on the community.

Consulting Focus:

Based on our conversation and articulated needs for the Kennett Square Borough, Stanek Associates will provide consulting services focusing on the following four core areas:

1. Review and assess the Mission, Vision, and Core Values of Kennett Square Borough and make recommendations for modifications as needed.
2. Conduct a facilitated assessment of the Strengths, Weaknesses, Opportunities and Threats (SWOT) as a basis for strategy foundation for the Kennett Square Borough
3. Develop the Strategic Plan, inclusive of Core Strategies, Operating Objectives and Key Performance Indicators (KPIs).
4. Delineate critical messaging and communications strategies.

Specific Deliverables:

The following outlines the specific deliverables for both the assessment and planning activities for the engagement:

Assessment:

- Review appropriate supportive information and data which provides both historic and current perspectives about the Borough of Kennett Square, its history, plans, operations, needs, services, and aspirations.
- Assess current Mission, Vision, and Core Values in relation to Borough programs and financial implications, capital and operational resources, market positioning, Mission effectiveness and long-term community impact.
- Review any reports and information relevant to community perceptions, needs and interests, and conduct “Zoom” virtual meetings with Borough elected officials, Borough management and staff for their perspectives and insights on current programs, future directions, and community needs.

Planning:

- Facilitate two “Retreat Style” public sessions, utilizing “Zoom” video technology, approximately four hours each, in a participative, interactive fashion to review and rearticulate, as needed, the Mission, Vision, Core Values and Strategic Plan.
- Develop a “planning construct” that serves as the platform for both planning activities and the development of Core Strategies.
- Establish processes resulting in an “evergreen” philosophy surrounding strategic direction and implementation, positioning the Borough to develop a Plan that is contemporary and adaptive to changing circumstances, issues, and opportunities.
- Establish Core Strategies for the Borough that builds, strengthens, and sustains its Mission, Vision, and Values.

Specific Deliverables – Continued

- Based on the defined Core Strategies and operating objectives in the Strategic Plan, develop a set of outcome measures and Key Performance Indicators (KPIs) which will allow Council Members, Borough Management and staff, and the community, to assess and measure services against strategic objectives, adjusting and adapting objectives in an “evergreen” process as needed.
- Determine core messaging and communications strategies to effectively secure community input and participation in plan development, and engage community support and participation in the achievement of the strategic plan objectives.

Process & Timeline:

The accomplishment of the objectives set forth in the proposal will take a three-month period and will encompass the following benchmark timelines:

- Assessment activities, meetings, and interviews with elected officials, Borough Manager and staff, and other community leaders and stakeholders critical to the success of the effort. *(November, 2020)*
- Two, four-hour Retreat sessions to establish Mission, Vision, Core Values, Strategies, Operating Objectives and Key Performance Indicators (KPIs), and discuss Marketing and Communications initiatives. *(December & January, 2020)*
- Present a final Strategic Plan for approval inclusive of a revised Mission, Vision, Core Values, Strategies, Operating Objectives and Key Performance Indicators, and Marketing and Communications initiatives. *(January, 2021)*

Professional Fees:

Fees for services as outlined will be \$15,000, payable at \$5,000 per month. The fees include the time required for research, meetings, and activities necessary to plan, facilitate, and complete the specific activities outlined in this proposal, as well as time necessary for the development of materials, presentations, and reports.

Since this engagement is local, no expenses will be charged.

References:

Habitat for Humanity of Chester County:	<i>Andy Signore, Board President</i>	(610-772-0347)
Historic Kennett Square:	<i>Tom Sausen, Board President</i>	(484-800-5669)
Kennett Library:	<i>Jeff Yetter, President, Board of Trustees</i>	(302-545-7984)
Chester County Community Foundation:	<i>Karen Simmons, President/CEO</i>	(610-696-8845)
Surrey Services for Seniors:	<i>Rick Davis, Board Chair</i>	(484-588-2141)
La Comunidad Hispana:	<i>Alisa Jones, Former President/CEO</i>	(484-985-5020)
Community Leaders & Philanthropists:	<i>Alice Moorhead</i>	(610-869-5869)
	<i>Bob McNeil</i>	(610-857-2000)

About the Principals

Robert V. Stanek

Prior to establishing Stanek Associates LLC, Bob served as President and Chief Executive Officer of Catholic Health East (CHE) from 2003 until his retirement in 2010.

CHE, one of the largest Catholic health systems in the United States, employed more than 54,000 full-time employees, with facilities and services located within 11 eastern states from Maine to Florida. During his tenure, CHE included 34 acute care hospitals, 4 long-term acute care hospitals, 25 freestanding and hospital-based long-term care facilities, 14 assisted-living facilities, 4 continuing care retirement communities, 8 behavioral health and rehabilitation facilities, 37 home health and hospice agencies, and numerous ambulatory and community-based health services. CHE merged with Trinity Health in 2013.

Bob joined CHE's Senior Management Team in 1997 as Executive Vice President of the new health system's Mid-Atlantic Division and then served as Chief Operating Officer. He was promoted in 2003 to become the health system's second President and Chief Executive Officer.

Prior to joining CHE, Bob served in a variety of capacities with the Mercy Health System of Western New York from 1992-1997, including President and Chief Executive Officer as well as the Chief Operating Officer/Care Delivery Services. He also served as the Chief Executive Officer of the Mercy Hospital of Buffalo where he coordinated activities that led to the formation of the Catholic Health System in Buffalo. Before 1992, Bob served in a number of administrative positions with the Daughters of Charity health care facilities in Pennsylvania and Virginia.

While serving as President/CEO of Catholic Health East, Bob was elected to the Board of Trustees of the Catholic Health Association of the United States (CHAUSA). Comprised of more than 600 hospitals and 1,400 long-term care and other health facilities in all 50 states, CHAUSA is the largest group of Catholic nonprofit health care providers in the nation. Bob served as Chairperson from 2011 to 2012, and then as the Speaker of the Assembly from 2012 through 2013. In 2011, he co-chaired, with his wife Noel, the national CHAUSA Haiti *Rebirth and Renewal Campaign*, raising funds that resulted in the reconstruction of a 200-bed hospital in Port-au-Prince, Haiti, which was completed in 2015.

In the venture capital arena, Bob served with Safeguard Scientifics, a publicly traded venture capital firm which provides capital and operational support to growth stage health care and technology companies, beginning as an Advisor and then as a member of the Advisory Board. During this period, he also served as President of Dabo Health, a venture backed company, which drove healthcare value through collective intelligence.

Bob also served on the Board of Directors of Accumen, a hospital laboratory management company, and chaired its Audit Committee. In addition, he was a founding Board Member of Seamless Health, an Accretive Company, and also served on the Board of Accretive Health, a publicly traded entity, providing hospital billing services.

Bob earned a Bachelor of Arts degree in Chemistry from East Stroudsburg University in East Stroudsburg, Pennsylvania; a Bachelor of Science in Pharmacy from the Philadelphia College of Pharmacy and Science; and an M.B.A. in administrative management from St. Joseph's University, Philadelphia.

About the Principals

Noel M. Stanek

Prior to establishing Stanek Associates LLC, Noel served as President and Founder of Kane Stanek Associates, a consulting practice providing philanthropic counsel, campaign management, major gift and leadership development services for nonprofit organizations.

Noel established her consultancy in 1992, building on her background and expertise in the management of development, planning and marketing programs, as well as the administration of separately incorporated foundations. Because of this experience, she brings a unique perspective and cohesive approach to organizations that require an integration of leadership development, planning, marketing, and fundraising initiatives. She is often called upon to help organizations who wish to initiate a campaign or major gift program, expand their development program, or augment their philanthropic outcomes.

Noel has planned and administered capital/program/endowment campaigns and major gift programs for hospitals, healthcare and human service organizations, educational institutions, and religious, arts and community organizations. Her services include philanthropic assessments and development planning; campaign assessments, master plans and management; prospect and leadership development; major gift programs; donor relations; as well as philanthropic marketing and positioning. All services are built upon a capacity-building approach, with an emphasis on the coaching and teaching of organizational professionals to build skills and create the culture and infrastructure necessary to not only achieve immediate goals, but to also foster continued and long-term success.

Working directly with the board, volunteers and major donors, Noel helps organizations strengthen and expand their philanthropic leadership to foster engagement by those integral to the success of a campaign and major gift initiative. Her leadership development services encompass board recruitment and preparation, board retreats, volunteer training programs, and personal leadership coaching. In addition, she works with management and development professionals to assure optimal function and effective organization including human resource planning, professional recruitment and onboarding, as well as training and coaching services.

Prior to establishing her consulting practice, Noel served as Vice President of Corporate Services at DePaul Medical Center, a 355-bed teaching hospital in Norfolk, Virginia, where her responsibilities encompassed strategic planning, marketing, public relations, development, physician recruitment and practice marketing. She also served as President of DePaul Health Foundation, and while in that capacity, was elected President of the Daughters of Charity Council of Foundations representing 43 hospitals and numerous affiliates nationwide. She held a similar position at Good Samaritan Hospital in Pottsville, Pennsylvania where she administered the hospital's marketing and development programs and established a separately incorporated foundation where she served as President.

Noel holds a Master of Science degree in Human Resource Administration from the University of Scranton in Pennsylvania and is a Registered Nurse with a Bachelor of Science degree in Nursing from Lebanon Valley College. She has offered classes, seminars and programs in development, marketing, management and governance at various schools and universities including: The University of Pennsylvania, Pennsylvania State University, Villanova University, and Canisius College. She also offers programs and workshops on relationship-based development, Board and Trustee development, campaigns and major gift programs for various professional groups and organizations nationwide.