SEA Executive Team 2020 Year-End Report

January 2021

Executive Overview

The SEA Executive Team's primary focus is to maintain the technical infrastructure in order to support working groups, facilitate communications, ensure that the Alliance embodies the principles we advocate, and govern with transparency. This year, the executive team supported four working groups to successfully achieve their 2020 goals, helped the SEA to become an LLC, coordinated monthly “Tech Talks,” and created/published the SEA Credo. This report summarizes the work completed by this Executive Team in 2020.

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Purpose

The purpose of the SEA Executive Team is to

- maintain the technical infrastructure to support working groups
- facilitate communications
- ensure that the Alliance embodies the principles we advocate
- govern with transparency

The membership of the 2020 Executive Team was established, on a volunteer basis, at the 2020 SEA Summit.

Members

The team was led by Julia Mullaney. Darryl Davis, Brad Hodgins, Marsha Pomeroy-Huff, Jeff Schwalb, Steve Shook, and David Tuma were the other members. The core team included Julia Mullaney, Brad Hodgins, Marsha Pomeroy-Huff, Steve Shook, and David Tuma.

Goals

The first accomplishment of the team was to define near-term goals. We set the following goals:

- Model how we believe working groups should work
- Lead the SEA to a decision of “what are we going to be?”
- Lead public relations efforts (i.e., sharing information at community meetings, getting materials from the SEI, etc.)
- Keep the SEA engaged and moving
- Build a brand
- Build membership
- Provide/enable business growth
- Make the SEA into a viable, sustainable entity
- Provide infrastructure to the Alliance

Accomplishments

- Replaced TP CoP (Team Process Community of Practice) with SEA throughout the entire infrastructure
- Improved navigation of the SEA GoogleDrive by including a link to the initial node in all communications
- Formed SEA as an LLC
- Negotiated with the SEI for the release of *PSP for the 21st Century* and began talks about transferring certification for PSP and TSP from the SEI to the SEA
- Developed the SEA Credo Who We Are, What We Believe, and What We Do
- Defined the benefits of membership in the SEA

- Transformed monthly community meetings from status reports to Tech Talks in order to promote members, to support the sharing of lessons learned across the alliance, and to increase participation. Developed a process for conducting the monthly tech talk, including:
    - Identifying speakers and topics
    - Using Eventbrite for publicity and registrations
    - Posting on the SEA website and other social media (LinkedIn, Facebook, Twitter)
    - Creating a YouTube channel for recorded presentations
    - Developing a communications process for distributing the agenda, minutes, and other meeting materials and links
    - Creating survey instruments (Survey Monkey and Google Forms) to track the quality of the presentations
- Provided support and infrastructure for SEA working groups, closely monitored working group progress and acted when necessary, and set up monthly status meetings with working group chairs
- “Walked our talk” by embodying the principles in the SEA Credo
- Wrapped up the 2020 Summit
- Planned and facilitated the 2021 Annual Summit

Process Used

The SEA Executive Team met weekly and followed a standard meeting agenda:

- Working Group status updates (only immediately preceding the monthly meeting)
- Action Items status update
- Debrief from most recent monthly meeting, if applicable
- Review the Community Meeting Checklist
- Topics for future community meetings
- Discuss working group concerns
- Review goals (only at the last meeting of each month)
- Other items as needed

We kept minutes of all meetings.

Since a primary function is to coordinate the monthly community meeting, we vastly improved the process of planning, conducting, and evaluating those meetings. The process is driven by a checklist to ensure that all tasks are completed in a timely manner. We regularly update the process to streamline, address any shortfalls, and to improve quality.

Infrastructure

The team met weekly and used the infrastructure provided by the SEA to effectively and efficiently manage the work. We used GoogleDrive to share all documents including the Status Tracking file, meeting minutes, and interim/final products. Communications were through the Google Group and email alias which archived all emails and allowed us to easily schedule meetings. This was especially important because modeling desired behavior is an Executive Team goal.

Conclusion

The SEA Executive Team was able to meet its goals. We are excited about the status of the SEA and we look forward to 2021.