



Strategic Planning Retreat 2013 Agenda

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Dates: 14-16 Dec. 2012

Location: Mach 30 Headquarters

Facilitator: J

Scribe: Greg

Cards: Mo

Tweets: Mo

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Friday, December 14

7:00 p.m-8:30 p.m.

Connect with the Vision (and adult beverages)

- Favorite Mach 30 moment in 2012
- What keeps you motivated when the work gets difficult?
- Personal Mach 30 vision for 2013

Saturday, December 15

10:00 am - 12:00 noon

ALL THE THINGS?!? (Card Storming Exercise)

- <group photo>
- Review "cards" from 2012 planning session
- Keep, modify, or jettison incomplete ideas from 2012 planning session
- Create complete list of all the near-term (1-3 years) work that needs doing.

2:00 pm - 4:30 pm

Card Sorting

- Group cards into categories
- Name Categories (buses)
- Check for categories without outcomes

5:00 pm - 6:30 pm

Assign work areas (buses)

- Secret Worker Placement exercise--In which focus area(s) (no more than 3) would you like to work?
- Which areas do you really want to avoid?

Sunday, December 16

10:00 am -12:00 noon

Schedule tasks and monies (by quarter), bus by bus

1:30pm -3:30 pm

Next Steps

- Set 3 month milestones for each category
 - Set personal commitments between now and the next meeting

Discussion Notes:

- Mo is the master tweeter
 - Mo talks to Bek and Jeremey about home based meeting
 - Mo talks to Bek about what she needs from us to balance meeting and baby
 - Need to do blog post announcing meeting and live tweeting
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Minutes

7:00 p.m.-8:30 p.m.

Connect with the Vision (and adult beverages)

Favorite Mach 30 moment in 2012

- Mo- Realization that from outsider's perspective (via questions/answers from Jeremy) that Mach 30 is a real grown up, mature organization. More than just J's crazy idea.
 - all - Jeremy becomes a board member, and brings (critically important) additional skills and bandwidth.
 - J- Observation: When someone goes back and chronicles the history of mach 30, you will be able to see a spike in activity after the addition of new people to the core group (Mo, Bek, Andy, Greg, Jeremy...)
 - J - When Jeremy reached out to Mach 30, recognizing that there is already a group doing open source space.
 - Mo- This is the first year, that when Mach 30 met, everyone was in the room.
 - Bek - We planned to get more people involved ... and now there ARE more people involved.
 - Greg - organizational ability to form partnerships at an organizational level: Space Federation, FOGE, Far Horizons, Quelab, Coca cola space science center.
 - Jeremy - Trip to Adler Planetarium to connect with people face to face, (for Far Horizons meeting)
 - Jeremy - It's easy to "sell" Mach 30s mission face to face.
 - Jeremy - Liked when Mark H. said that he was going to ABQ and asked to connect with local Quelab folks.
 - Jeremy - Trip to New York for the Open Hardware summit
 - Bek- Ditto having additional people to help with the workload

- Jeremy - Talked about how “recruiting never stops”
- Maureen - The Google+ hangouts have been amazingly productive, as a implementation of last year’s
- J - Every google+ hangout is a favorite moment.
- Bek - LAUNCH OF ODE!
- Jeremy - lots of additional projects posted to ODE
- Jeremy - Catastrophic failure of the Motor in the Shepard Test Stand at the Ft Wayne Mini maker faire. Confirmed all the things that Mach 30 was doing in terms of hardware development, and safety process.
- Bek - Shepard explosion video.
- J - Firing Shepard Test Stand for the first time at Dayton Diode. With a little A motor
- Jeremy - Demonstrating Shepard Test stand at Club Cyberia, in front of a crowd.
- Greg - Joint Hardware projects in general, but Space Chilis project in particular.
- Mo - First year that when things got busy for Mo and J, Mach 30 activities didn’t necessarily grind to a halt. This is more evidence that Mach 30 is an organization with a life of its own. Work is possible beyond the people at Mach 30 HQ. We won’t be able to grow if there are too many tasks/things that require very specific people to do them
- J - That’s sustainability stuff...
- J - Yuri’s Night. A hugely successful event that was as an idea that came from the volunteers during a google+ hangout. Need a balance from a structured planning, but allowing for flexibility and organic ideas generated.
- Jeremy - Mars Curiosity Landing party
- Mo - observation that there is as much or more value in an event or project that is not developed with a sharp performance value, as there is for
- J - Historically we have needed some leadtime to generate participants and an audience...
- Greg - and recently, we have had enough interest and participants from a Mach 30 regulars to be able to have a “last minute” thing with interest.
- Jeremy - \$1000 lifetime Catalyst Club donation,
 - Donation came, in part, because we helped them out when they were in need.
- Jeremy - Having people from the “space industry” showing up to Mach 30 Hangouts.

What keeps you motivated when the work gets difficult?

- Bek - pure drive, determination, and wanting to get good ideas into reality.
- Jeremy - Camaraderie, built during hangouts, when everyone participates.
- J - “Mach 30 is (still) what get’s me up on the morning.” and now it’s occasionally an overwhelming thing. There’s actually enough planned work to spend a full time job now. It’s a new kind of daunting.
- Greg - Looking forward to turning the corner in terms of adapting the organization to account for activity going on where not everyone is participating.
- J - OBSERVATION: we may be approaching the need for additional hangouts per week dedicated to specific projects.
- Jeremy - We are still at the stage where the Board is influencing the topics at the hangouts. Which is part of the Board members leadership role...
- Mo - Appreciates that Mach 30 work is rejuvenating for other board members, but it is not her thing. Important to want Mach 30 to grow, and want to find a way to contribute at a level that is both personally satisfying and helpful to the organization, without resenting the commitment.
- Maureen - Knowing that other people can do the work without her, it makes it easier to do her work. It’s motivating to do work knowing that the buck doesn’t stop with her. **DISCUSSION**

- Greg - Difficulty of managing the “canary in the coal mine” syndrome. Geographical separation prevents the “water cooler’ gossip from happening. Focus on meeting informally as an essential part of the work that we do.

Personal Mach 30 vision for 2013

- Looking at needing an “exit strategy” for folks that are needing to cut back their volunteering
- Prepare more work to be done in a collaborative method to spread the workload.
- Bek - Would like to see a stronger focus at fundraising, and continue to outreach to more people (in hopes that we find a person who is good at it).
- Mo - Wants to seriously think about sustainability, and now we’re at a point to make decisions that indicate our focus (longterm vs fast).
- Greg- Shift in focus, on force multipliers. and leveraging the efforts of our volunteer base.
- J - looking forward to developing an Earned Income stream. (“selling the brand” with name recognition)
- Jeremy - Looking forward to solving all the things that prevents us from working on the Technical roadmap.

10:00 am - 12:00 noon

ALL THE THINGS?!? (Card Storming Exercise)

Review “cards” from 2012 planning session

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Keep, modify, or jettison incomplete ideas from 2012 planning session

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Create complete list of all the near-term (1-3 years) work that needs doing.

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2:00 pm - 4:30 pm

Card Sorting

2013 Goals

- Lead the charge on Export Control.
- Grow volunteer base (writers, workers, advisers, board members)
- Building sustainable income.
- Level up organizational gravitas.

Group cards into categories

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Name Categories (buses)

- Messaging, Mo and Bekah
 - Make the meta mach 30 concepts accessible to board members and outsiders (outcome).
 - Develop presentation materials to take to community group.
 - Interviews with J. about the why of Mach 30. Video footage of interviews.
 - Develop a communications strategy to reach traditional aerospace community. Breadcrumbs to our house.
 - Create ask me about open source space flight t-shirts.

- Find someone to shoot and produce Mach 30 marketing videos.
 - Make a mach 30 house party kit.
 - Present at 2 ignite/Tedx events.
 - Mach 30 marketing video with board member interviews and other shots.
 - Collect memorabilia for museum pieces.
- Human resources (Mo):
 - Invite advisors to the board. Include details in the plan.
 - Discuss road map with subject matter experts: leads to Technical Advisory Board.
 - Induct two new board members in 2013.
 - Discuss staffing requirements: income required, positions required.
 - Organize ODE advisory board.
 - Reduce dependence on Mo for online communications. Especially email.
 - Develop volunteer recognition process: DIY drones slide and Computer History Museum examples.
- Partnerships (Greg):
 - Court Adler to move Far Horizons hosting to ODE.
 - Continue documenting Far Horizons project.
 - Form partnerships with these hackerspaces: Club Siberia, bucket works, level 1, Quelab, Maui makers, Mojave makers, Huntsville makerspace, hive 13, Tekforce Fort Wayne.
 - Visit and research more maker spaces: 10=goal, 20=awesome.
 - Hold initial partnership meeting with OSHWA.
 - Renew/review partnership with Space Federation, show rockets 101 to CCSSC.
- Advancing open source hardware (J)
 - Open Design Engine hosting 2.0,
 - Post Open Design Engine webinars.
 - Open Design Engine training materials.
 - Open Design Engine documentation.
 - Gamify Open Design Engine.
 - Get an Information Technology Manager for Open Design Engine.
 - Drive participation on Openeering wiki, drawing from Open Design Engine user base.
 - Identify behaviors and activities to reward on open design engine via Gamification.
- Shepard Test Stand (Jeremy):
 - Develop Shepard 1.1 for Coca Cola Space Science Center.
 - Update Shepard data acquisition (DAQ) system.
 - Update Shepard structure, kitify Shepard.
 - Kickstart Shepard Test Stand kits.
 - Work with Coca Cola Space Science Center on Shepard curriculum.
- Open source spaceflight hardware projects incubator (Greg & Jeremy) :
 - TVAC chamber level 1.
 - Start development on Glenn test stand: stretch.
 - Architecture study for ground station.
 - Launch space Chili's.
 - Address alternate list gas for high altitude balloon with Adler.

- Develop a technical road map
- Events (Mo & Bekah) :
 - Plan a Mach 30 birthday party, kickoff event for Catalyst Club on birthday (schedule a Mach 30 house party night).
 - Work with bucketworks to host open source space flight hardware unconference.
 - Prepare open source hardware panel for New Space conference.
 - Host open source spaceflight hardware conference-like events: (Transfer Summit).
 - Host Yuri's Night party.
- Revenue Generation: (J, Bekah):
 - Make our income sustainable: outcome.
 - Find revenue generation mentor.
 - Write annual appeal letter for catalyst club.
 - Develop donor acknowledgement process.
 - 2013 income plan fundraising and earned income.
 - Market the catalyst club.
 - Strengthen response process to new catalyst club members.
 - Balance our income generation capacity with our spending needs.
 - Develop earned income strategy for Open Design Engine.
 - Pursue sponsorships.
 - Develop 2014 Catalyst Club campaign.
 - Develop passive income streams.
- Export Control (J & Jeremy):
 - Make contact in engage in conversation with US Department of State for Export Control task force.
 - Develop US Person authentication process for ITAR.
 - Set up pro bono ITAR Consulting agreement with Astrium North America.
 - Start an Export Control task force.
 - Invite Kendra and Wayne to participate on Export Control Task Force.
 - Develop a Technology Control Plan (TCP).
- Operations (Greg):
 - Implement metrics in annual planning and tie metrics to indicators of success.
 - 2013 expense budget.
 - Enter New Space conference business plan competition.
 - 2013 budget.
 - Risk management planning.
 - Investigate location for Mach 30 headquarters.
 - Draft 2013 annual plan which is due during the January board meeting.
 - Develop and discuss policies for volunteers in leadership positions.
 - Research and acquire insurance.
- 2014 and Beyond:
 - Apply Gamification to Mach 30.
 - Continue grant giving process to drive Open Design Engine participation.
 - Host a Tedx/ignite event about new space and open space.
 - Form Spaceflight Advisory Board?
 - Consolidate the open source spaceflight hardware movement.

- Conceptual design for CubeSat RLV.
 - Develop 2 new non-technical Mach 30 programs.
 - Discuss future management of Open Design Engine.
 - Strengthen connections between open source spaceflight hardware groups:
goal
 - Action Items:
 - Cleanup Mach 30 Google Documents folder.
 - Ham radio license for at least 1 board member.
 - Publish activities page to replace projects page.
 - Figure out state sales tax documentation process.
 - Schedule conference attendance with who and where including looking at new conferences.
 - Update space events for Mach 30 calendar.
 - Attend New Space conference.
 - Develop a process to get the Reports Hangouts posted on the blog each month.
 - Jeremy gets bronze NAR achievement.
 - Close out Open Design Engine Kickstarter.
 - Board members write Bios for WordPress posts.
 - 2013 Catalyst Club members page.
 - Identify 2 “task level” volunteer activities to move off board level responsibilities:
 - “hangouts bloqpost”

Check for categories without outcomes

5:00 pm - 6:30 pm Assign work areas (buses)

Secret Worker Placement exercise--In which focus area(s) (no more than 3) would you like to work?

- Messaging, (**Mo, Bekah**),
 - Human Resources, (**Mo**)
 - Partnerships, (**Greg**)
 - Events, (**Mo, Bekah**)
 - Operations, (**Greg**)
 - Advancing Open Source Hardware, (**J**)
 - Open Source Spaceflight Hardware project Incubator, (**Greg, Jeremy**)
 - Revenue Generation, (**J, Bekah**)
 - Shepard Test Stand, (**Jeremy**)
 - Export Control, (**J, Jeremy**)

Which areas do you really want to avoid?

- 1

10:00 am -12:00 noon Schedule tasks and monies (by quarter), bus by bus

1:30pm -3:30 pm-----

Next Steps

Set 3 month milestones for each category

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Set personal commitments between now and the next meeting

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