

**1. Welcome and Introductions (2 min):**

**2. Opening Statement (3 min):**

The MPSF, staff and Board have started to engage in the strategic planning process. This process aligns with the Foundation’s forthcoming 25<sup>th</sup> anniversary in October 2026. The new Strategic Plan will guide the next five years of work.

The Foundation and the Board are clear – they want to hear from stakeholders. So, we are inviting people to help us identify the strengths (the life-giving forces) of the Foundation. Then, given those strengths, we also want to hear about what opportunities people see for the Foundation moving forward in the next five years.

We are here today to listen and we will be taking notes. Thank you again for taking the time to share your thinking with us today.

**3. What Questions do you have before we begin?**

**4. Conversation/Questions (20 min):** *[Questions can be customized to the specific stakeholder group. These questions are just places to start; you can go deeper or ask more probing questions based on the stakeholder group and/or the answers given.]*

**General Question for Any Stakeholder:**

1. Share a story of a time when you were especially proud to be working with or associated with the Foundation (in general or in one of the focus areas)
  - a. Given these experiences, and what you know about the Foundation, what would you say are the strengths of the Foundation?
  - b. Based on these strengths, what opportunities would you see for the Foundation moving forward? How can we build on these strengths?
2. *[See table below for additional questions by focus area]*

**5. Closing and Thank You/Appreciation:**

1. Before we close, in these last 5 minutes, is there anything else that you would like to share with us about the Foundation – your hopes and dreams for us?
2. Who else should we talk to gain additional feedback- any other groups and/or individuals?



**Additional Questions by Focus Area** *[Depending on the stakeholder and the amount of time allotted, consider going deeper by asking questions about our focus areas of our inquiry.]*

Advocacy	Partnerships & Programs	Strategic Communications	Revenue Generation
<ol style="list-style-type: none"> <li>1. Name three things that come to mind when it comes to the Foundation's advocacy efforts. (or if the person is not familiar with MPSF – change question to general advocacy)</li> <li>2. What is the ONE thing that MPSF should do to improve their advocacy efforts?</li> </ol>	<ol style="list-style-type: none"> <li>1. What is the ONE program or partnership in the foundation that you feel is essential, and why?</li> <li>2. What is ONE program or partnership that would be an opportunity and why?</li> </ol>	<ol style="list-style-type: none"> <li>1. Where do you currently see the Foundation show up? Where/how would you like to see the foundation [Channels]</li> <li>2. What messages make you want to give, volunteer, pride, inspired... [Compelling Action]</li> <li>3. What activities does the foundation do that you think are most important and why? [impact]</li> </ol>	<ol style="list-style-type: none"> <li>1. What is the ONE thing in the foundation do you feel is essential and why?</li> <li>2. What impact of the thing you chose do you have seen/want to see?</li> <li>3. What is the ONE thing you think goes the farthest in making public education contribute to a strong community?</li> <li>4. What else should the Foundation be doing to generate revenue and create more impact?</li> </ol>

*REMINDER: Enter your interview information into the Google form*  
<https://forms.gle/NnTD3GJ9JxzYXmNo9>