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TO: Members of the Legislative Commission on Affordable Health Care For Small Businesses and Families

FROM: Senator Jack Hatch and Representative Ro Foege, Co-chairs

RE: Facilitator for Commission Meetings

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We are pleased to announce that Bruce Feustel, a Senior Fellow in the Legislative Management Program of the National Conference of State Legislatures (NCSL) will act as a facilitator for all monthly meetings of the Commission. Bruce has indicated that assisting our Commission with its work will be one of his priorities in the coming months. He will begin his work with us at the Commission's July 18th meeting.

Bruce has extensive experience in facilitating projects with state legislatures and committees, and has shared his expertise on legislative procedure internationally.

In addition, Bruce has longstanding contacts with Iowa. He acted as NCSL's state liaison to Iowa from 2003-2004, which included assisting Iowa legislators in accessing NCSL's services and visiting Iowa to interview legislators and staff on how to improve NCSL's services to Iowa.

On a personal note, Bruce's daughter is a graduate of Cornell College in Mount Vernon, and several members of his extended family graduated from Iowa State University.

LSA is in the process of finalizing a contract with NCSL for Bruce's services which will provide for reimbursement of Bruce's reasonable travel and other expenses incurred in fulfilling his role as the Commission's facilitator but will not include any salary or other payment for his time.

Attached are the following documents:

1. Brief outline of Bruce's professional experience.
2. Message from Bruce to Commission members.
3. Ground Rules/Expectations.
4. Strategic Planning Basics.
5. NCSL Background.

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Bruce Feustel

Bruce Feustel has worked in or for state legislatures for 32 years. He currently is a Senior Fellow in the Legislative Management Program of the National Conference of State Legislatures (NCSL), where he provides training and educational programs for legislators and legislative staff employees and participates in management studies of legislatures and legislative staff organizations. He has organized and taught at committee chair and new legislator training seminars, provided skill training for staff, produced CDs and audiotapes on "How to be an Effective Legislator," provided staff support to NCSL's Legislative Effectiveness Committee and made presentations on communication, change, facilitation and ethics. Bruce also teaches and organizes seminars on bill drafting and the legislative process, including seminars held in Algeria, Azerbaijan, Belarus, Bosnia and Herzegovina, Ghana, Indonesia, Kazakhstan, Kyrgyzstan, Mongolia, Montenegro, Poland, Romania, Russia, Tajikistan and Uzbekistan. Until September 1995, he was an assistant chief counsel with the Wisconsin Legislative Reference Bureau. Bruce began his service at the bureau in 1974 after graduating from the University of Wisconsin Law School. He drafted legislation and provided legal advice in the areas of criminal law, corrections, and courts and procedures. He also supervised and trained new staff members.

Facilitation Notes: Bruce:

- Has facilitated strategic planning and consensus building meetings and projects with state legislatures or committees in Minnesota, Oklahoma, Oregon, Texas, Washington, Maine, Colorado, Wisconsin and New Mexico and with Navajo and Osage Nation legislative bodies.
- Serves on the board of directors of CDR Associates, an organization that provides conflict resolution services nationally and internationally (www.mediate.org/).
- Serves as a volunteer facilitator for weekly meetings for domestic abuse victims.

Message from me to commission members:

Greetings. My name is Bruce Feustel and I've been hired to facilitate some of the work you will be doing as members of the Commission on Affordable Health Plans for Small Businesses and Families. I've attached a biographical sketch. For this next meeting we will be doing some strategic planning and I've also attached a link that describes that. In preparation for this meeting, I'd like you to think about:

- What do you like about health care and health care plans in Iowa?
- What are the problems with health care and health care plans in Iowa?
- What are the priorities in addressing the problems?
- What do you want the commission to do (1) substantively and (2) procedurally?
- How will you measure success?

If you would like to talk with me before the meeting, please give me a call at 303-856-1399 or email me at bruce.feustel@ncsl.org. These phone calls or emails will be confidential, although throughout the process I will be urging you to share your thoughts with your fellow commission members.

Ground Rules/Expectations

Listen

Participate and be verbal

Represent your group, yet recognize that you're part of a larger picture

Be open to others' ideas

End on time

Strategic Planning Basics

(adapted from Professor John Bryson of The University of Minnesota)

I. Initial Agreement

- Purpose
- Steps
- Reports
- Commission members, role and functions
- Resources

II. Identification of Mandates

- Clarify requirements—the “musts”
- Often contained in legislation or rules

III. Development of the Mission, Vision and Values

- Stakeholder Analysis
 - ❖ person, group or organization that can place a claim on the commission’s attention, resources or output
 - ❖ person, group or organization that is affected by commission’s output
- What is their stake?
- How will they judge your performance?
- What is your vision of affordable health care in Iowa?
- What is your vision for how the commission does its work?

IV. External Environment Assessment

- Look at the environment outside the commission to identify opportunities and threats
- Examples would focus on political, economic, social and technological trends and events, as well as the nature and status of stakeholders

V. Internal Environmental Assessment

- Assess the commission itself to identify strengths and weaknesses
- Categories include resources (inputs), strategy (process) and performance (outputs)

VI. Strategic Issue Identification

- In previous steps you have identified strengths, weaknesses, opportunities, threats (SWOT analysis)
- Strategic issues are the fundamental policy questions affecting affordable health care in Iowa
- Strategic issues embody conflict
- Statement of strategic issue should contain:
 - ❖ Concise description of the issue
 - ❖ A list of factors that make it a strategic issue
 - ❖ A statement of the results of failing to address the issue

VII. Strategy Development

- Identify alternatives for resolving issues
- List the barriers
- Prepare proposals to achieve alternatives
- Identify actions to implement proposal
- Set out detailed work program
- Strategy must be workable, politically acceptable and meet organization's philosophy and core values

VII. Describe Iowa Health Care of the Future

- What will Iowa health care be at full potential?

About NCSL

The National Conference of State Legislatures was founded in 1975 with the conviction that legislative service is one of democracy's worthiest pursuits. NCSL is a bipartisan organization that serves the legislators and staffs of the nation's 50 states, its commonwealths and territories. NCSL provides research, technical assistance and opportunities for policymakers to exchange ideas on the most pressing state issues. NCSL is an effective and respected advocate for the interests of state governments before Congress and federal agencies.

Mission & Governance. The National Conference of State Legislatures is governed by a 60-member Executive Committee, composed of legislators and legislative staff members who are elected annually. Seven officers direct the overall work of the conference.

Services Overview. NCSL helps state policymakers advance their ideas, provides a forum for the exchange of ideas from other states and takes the best ideas from America's state legislatures to Capitol Hill.

How to Get Involved. There are many ways to get involved with NCSL.

NCSL Standing Committees. NCSL Standing Committees allow legislators and staff to benefit from the experiences of other states in shaping public policy, experimenting with new laws, and managing the legislative institutions. They also consider NCSL policy positions and guide NCSL's lobbying efforts in Washington, D.C.

NCSL Foundation. The NCSL Foundation for State Legislatures offers opportunities for businesses, national associations and unions seeking to improve the state legislative process and enhance NCSL's services to all legislatures.