



Strategy Work Group

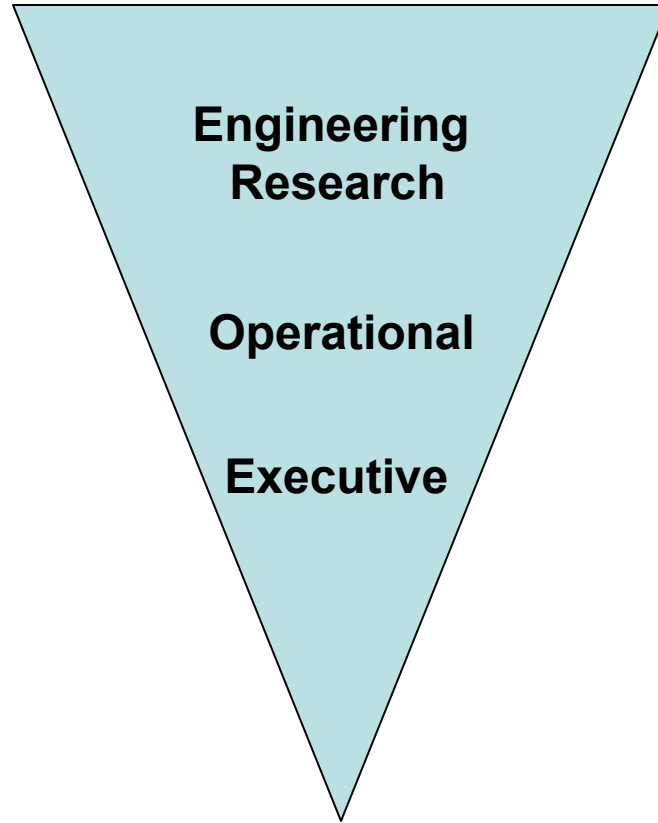


History of the Group

- There is no history of this new group
- Similar group was formed five years ago
 - MAX Management Advisory Group
 - ISP secondary service offering
 - Established several partnerships
 - ISP primary service offering



Users Community



**Engineering
Research**

Operational

Executive

Board



Purpose of the Strategic Planning Group

- Who are these folks?
 - Members of the MAX community that either manage or work with state or national networks (.edu .org .gov .com)
 - Suckers who can't say "no"
- What are they supposed to do?
 - Help build regional local support for MAX's global initiatives
 - Help define MAX missions (NGI service provider – research)
 - Assist in mapping future directions
 - Identify opportunities and strengths
- Why the group is needed?
 - Advise by being the "Jack" out of the box
 - Support and communicate the importance of the MAX resource in our region
 - Provide the customer's perspectives, needs, and wish lists
 - Identify weaknesses and threats



What has been accomplished so far?

Identified Immediate Action Items (Meeting I)

1. Devise plan and execute on attracting additional members from other sectors of the region
2. Help provide a statement of strategic direction from the Board
3. Develop a Disaster Recovery offering for MAX members
4. Determine MAX focus, create a SWOT
5. Research our peers
6. Determine the best way to advertise our wares (possibly contracting or hiring a communications specialist)
7. Develop a list of annual goals with an annual "Report Card"
8. Identify cutting/bleeding edge applications that can be implemented
9. Develop schedule for the group to meet and recommend quarterly meetings with the Board
10. Investigate the value of having members retreat over a two day period in Hawaii or the Caribbean

MAX Strategy 100 (Meeting 2)

- Advanced Network Engineering (self defined - defined by standards – defined by leadership and innovation)
- Know your Research Community (institutional and MAX)
- Communications (folks need to know who we are and the current web page is not a very good representation)
- Governance (too early to talk about)
- Identify cost effective solutions
- Disaster Recovery (super opportunities both locally and globally)
- SWOT (to get us started and to determine what we do right, what we do wrong, and how we can do it better)
- NLR (MAX making this resource available to others)

MAX Strategy 100 (Meeting 2)

- Grid Computing (identify, partner, and justify their existence)
- Find the “Killer AP,” (it’s out there somewhere)
- MAX is a huge regional resource (provides Virginia, Washington D.C., and Maryland with a competitive advantage, but who knows this besides us?)
- Take advantage of our regional location (largest technology user community in the world)
- Menu of MAX service offerings
- Resource Clearing House
- Grants/Teaming/Research Collaboration
- Production/Research/Strategy Goals



Questions



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Strategic Planning Group

Planning Group

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