



MEASURE Evaluation is funded by the U.S. Agency for International Development and implemented by the Carolina Population Center at University of North Carolina in partnership with Futures Group, John Snow Inc., Macro International Inc., Management Sciences for Health and Tulane University

November 19, 2009

Dear Colleague:

USAID's MEASURE Evaluation Project is pleased to announce a **Virtual Strategic Planning Program (VSPP)** for teams working in monitoring and evaluation (M&E) of HIV/AIDS programs. This program will be conducted in English and the team members need to be able to read and write in English. Funded by USAID, the main goal of the VSPP M&E is to lead HIV/AIDS teams involved in the collection, analysis, and use of health data, **through the four stages of strategic planning** while enriching the experience of participants through sharing information with other teams and the facilitators. **At the end of the program, each team will have a complete strategic plan and an implementation strategy linking the strategic plan to their operational plan.**

The VSPP M&E is designed for public and private sector health care organizations that want to develop a complete strategic plan for their organization. Experiences delivering the VSPP in Latin America, Africa and Asia have shown that participation in the VSPP leads team to develop high quality strategic plans that they then go on to link to their operational plans.

The VSPP is a **seventeen-week Internet-based** strategic planning program hosted on the VSPP website of MEASURE Evaluation partner Management Sciences for Health (MSH). A highly interactive learning program, **the VSPP consists of six learning modules, a supplementary participant workbook and booklet, and expert virtual facilitation from strategic planning specialists.**

The VSPP M&E will begin on February 22, 2010 and conclude on June 18, 2010.

REQUIREMENTS:

The VSPP requires participating teams to:

- Work together as a team throughout the duration of the VSPP.
- Conduct face-to-face team meetings at least once a week.
- Produce weekly products that contribute to the complete strategic plan.
- Invest an average of 7 hours per week from each individual team member during the VSPP to prepare for and complete individual and team assignments.
- Submit all program work, including the strategic plan in a timely fashion.
- Participate actively in all aspects of the VSPP (individual work, team meetings, and in the virtual conversations with the other participating teams).
- Participate using the web site.

ANTICIPATED RESULTS:

In return, participating teams will benefit in the following ways:

- A completed strategic plan that guides the team to achieve their mission and vision.
- Facilitator support in the development of a strategic plan for the organization and an implementation plan for the strategic plan.



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- A process to apply when doing strategic planning in the future.
- Personal and professional growth for the team and its members.
- Insights, models, as well as practical tools and techniques for the team and its members to continue their own development and facilitate that of others in the organization.
- Increased confidence to use the Internet as a tool for communicating with others.

The VSPP enrolls teams, not individuals. Team size may vary between 4 and 10 people, all of whom should be located in the same city or town to enable them to meet regularly. Team members should include staff at the management level who have decision-making authority to ensure implementation of the strategic plan. Teams should be able to meet face to face for several hours at least once a week during each of the six modules. **The program is designed for teams that consistently work together on a routine basis on a common objective or goal and that can strictly commit to the program requirements listed in the attached application.**

In order to enroll, please e-mail or fax the completed application to Management Sciences for Health (MSH) at VSPPMandE@msh.org or fax number + 1.617.250.9090 on or before January 15, 2010. We cannot guarantee acceptance in the program after this date. Applications will be reviewed and selected participants notified by early February. There is no cost for this first VSPP as it is funded by USAID core funds.

For more information, please contact the VSPP M&E Team at VSPPMandE@msh.org. Additionally, you can contact either Scott McKeown (+1.919.966.7482) or Amanda Chan (+1.617.250.9154).

We hope to have a team from your organization participating in the February 2010 VSPP M&E!

Thank you very much

Sincerely,

A handwritten signature in black ink that reads "Gustavo Angeles". The signature is written in a cursive style and is positioned to the left of a vertical line.

Gustavo Angeles
Deputy Director
MEASURE Evaluation
The Virtual Strategic Planning Program