

**StratML
Draft Meeting Minutes**

**January 10, 2008
Conference Call**

1. Welcome and Introduction

The first meeting of StratML was called to order at 1:35 p.m. Those in attendance included:

Owen Ambur (phone)
Maryam Azimi (phone)
John Chickering (phone)
Karen Finnegan (phone)
Jim St. Clair (phone)
Vedat Diker
Betty Harvey (phone)
Alice Marshall
Adam Schwartz
Claire Stanley (phone)
Susan Turnbull (phone)
Allyson Ugarte (phone)
Sylvia Webb (phone)
David Webber
Ebony Downtin
Betsy Fanning

2. Approval of Draft Agenda – January 10, 2008

The draft agenda for the January 10, 2008 meeting was approved as presented.
(Ambur/St.Clair)

3. Overview of AIIM Standards

Betsy Fanning provided an overview of the AIIM Standards Program and process for developing standards. The presentation will be posted on AIIM's StratML web page. The AIIM Standards development procedures may be found at <http://www.aiim.org/standards.asp?ID=24759>.

4. Overview of StratML

Adam Schwartz provided an overview of the StratML and the progress which has been made prior to the project being accepted as a part of the AIIM Standards program. (Adam's presentation is posted on the StratML page on AIIM's web site.)

It was noted that strategic plans look at 3-5 years out. The performance plan looks at how the strategic plan will be implemented in the year and the performance report looks at how well the plan was executed.

The existing schema was presented. The committee agreed to the use of XML tags and will review the schema and recommend areas to expand the schema if necessary. The goal of the committee is to finalize the schema. Once the schema has been approved, the committee will address performance plans and then performance reports.

Once the strategic report is in the format, it is easy for an organization to use the report and makes discovery quite easy.

The committee discussed the benefit of StratML to commercial/private industry. It was noted that StratML may be good if private organization wants to share goals and objectives externally and internally.

The schema should be aligned to what a company knows their employees are doing.

A template for a compound document is needed. It is noted that government agencies are encouraged to review and comment on goals in the strategic plans.

The committee should reach out to the Securities and Exchange Commission to promote the use of StratML for annual reports.

As committee members are reviewing the schema, they should:

- Look at each element and determine if it has the correct name and if the definition is correct
- For those with XML experience, look at the type, use, and format to determine if that is correct
- Identify any elements that may be missing and would be helpful to strategic planning

Most elements are optional so that they do not invalidate items.

5. Wrap-up and Next Steps

Future meetings will be held in the afternoon as this is a better time for the participants.

Committee members were requested to review the element names and definitions in the existing schema and offer recommendations or approval of the information as described.

A subcommittee of Owen Ambur, Adam Schwartz, John Chickering, and Jim St.Clair will work on specifying a framework for performance reports and plans. The first conference call of this subcommittee will be on Thursday, January 17 at 9:30 a.m.

The next meeting of the StratML committee will be held in mid-February.

The Strategy Markup Language Value Proposition and Strategy Markup Language Summary and Results Whitepaper may be found at <http://xml.gov/stratml/index.htm>.

The existing schema is included in the Results Whitepaper.

The meeting was adjourned.