

Introduction to Strategic Planning



City of Lawrence

What is a strategic plan and how is it used?

- Strategic planning is a systematic process for drawing a vision for a community's future by...
 - Prescribing a comprehensive course of interrelated actions
 - Integrates that course into the realities of budgeting and business plans
 - Establishes measurement and review processes to assess progress.
- Ongoing process

Strategic Plan

The City Manager and City Commission have identified the development of a strategic plan as a key priority.

A strategic plan is a document that outlines a systematic process for moving toward a vision in a manner that involves development and prioritization of strategic goals and measurable goals and objectives.

Strategic planning involves a general process including the following steps:

- Identify/reaffirm shared vision, mission and core values;
- Perform environmental scan;
- Perform assessment of strengths, weaknesses, opportunities and threats (SWOT);
- Develop and prioritize strategic goals; and
- Establish measurable goals and objectives.



City of Lawrence



For more information:
www.lawrenceks.org/strategic-plan



Strategic plan process

- Identify/reaffirm ***shared vision, mission and core values***
- Perform ***environmental scan***
- Perform ***assessment of strengths, weaknesses, opportunities and threats (SWOT)***
- Develop and prioritize ***strategic goals***
- Establish ***measurable goals and objectives***

Strategic Planning Process



Facilitator

- An impartial outside facilitator can assist the strategic planning process by...
 - Guiding the city through the strategic planning process from one phase to the next
 - Guidance on best practices
 - Frame and guide discussion and debate for the group
 - Ensure that everyone participates and no person dominates
 - Draft strategic plan document

Timeframe

- Timeframe for strategic planning varies depending upon depth of the steps of the process.
- In this case, staff will recommend a timeframe of approximately 5 months- mid October 2016 through mid-March 2017 in order to inform the budget
- Revisiting the plan on a periodic basis is also important. Generally, staff recommends this be done every two years. However, staff will recommend this plan be revisiting in November 2017 after next City Commission election.

Staff recommendations on strategic plan process

- 6 meetings
- Goal of completion by mid-March 2017 so that it can inform the next budget process
- Revisit plan in November 2017 and every two years thereafter
- City Commission will serve as the Strategic Plan Committee
- Hire a facilitator- staff will solicit proposals through an Request for Qualifications process