Strategic Planning Process

1. **Research**
   - Identify Stakeholders
   - Conduct public health interviews and surveys
   - Identify key community health issues

2. **Identify Goals**
   - Consider organizational goals
   - Determine future objectives

3. **Plan the Process**
   - Form meeting agenda and logistics
   - Promote the goals and message of the meeting

4. **Stakeholder Engagement**
   - Convey roles and contributions
   - Explain ties to 10 essential public health services

5. **Define Vision, Mission and Values**
   - Use brainstorming to create:
     - Mission: The organization’s purpose
     - Vision: Futuristic view of what it aspires to be
     - Values: Principles and beliefs that guide the organization

6. **Create Objectives**
   - The how much of what will be accomplished by when
   - Use the SMART method

7. **Map the Journey**
   - Draft the strategic plan
   - The strategic plan becomes the roadmap to achieve goals

8. **Refine and Readjust**
   - Use quality improvement strategies
   - Measure success
   - Make changes when necessary

9. **Share & Use**
   - The final strategic plan is the backbone achieving objectives and goals
   - Ensure the community needs are being met