

Strategic Planning Overview

DCA SOLID Planning





What, Why, and How







What is strategic planning?

Strategic planning process produces fundamental decisions and actions that shape and guide:

- What an organization is
- What it does
- Why it does it





Why conduct strategic planning?

- Critical to efficient and effective operations
- Legislatively mandated
- Helps to achieve short-term and long-term objectives





How is a strategic plan created?

- 5 Phase strategic planning
- Process includes:
 - Surveying of stakeholders
 - Reporting of survey results
 - Workshop to identify objectives

10-14 weeks 1-2 weeks 2 weeks 4+ weeks 4+ weeks **Preliminary Planning Environmental Create &** Action **Meeting &** Session Finalize Plan **Planning** Scan Set-up Preliminary meeting Conduct external Create facilitation plan Draft strategic plan Prioritize objectives with client stakeholder online Establish timeframes Review and finalize Conduct strategic survey Introduce facilitators planning session plan with client Establish performance Conduct member Set schedule and • Review mission, vision, Client approves and measures interviews determine dates values, and goals adopts plan Assign responsibilities Conduct executive (optional refinement) Decide roles Client publishes plan staff interviews Draft action plan Review environmental and posts plan to Define process Conduct staff scan results website Review and finalize surveys/interviews Create customized plan with client Establish objectives development plan Compile and format for client data Introductory Analyze data presentation (optional) Review findings with client

Optional Services

- Mission
- Vision
- Values
- Goals

- ✓ Conduct workshops
- ✓ Survey participants
- ✓ Review new mission, vision, values, and goals with client for approval



Diversity, Equity, and Inclusion







Incorporating DEI

- Adding DEI and demographic questions in surveys
- Including DEI analysis in report
- Encouraging DEI in goals and objectives
- Reminding planning session participants to consider DEI impacts of policy decisions



Strategic Plan Components







Strategic planning answers



Where are we now?

Mission and Values

Environmental Scan



Where are we going?

Vision

Goals and Objectives



How will we get there?

Action Plan





Mission

Where are we now?



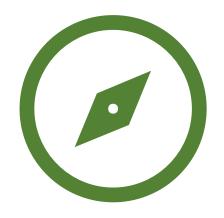
To protect consumers and animals by regulating licensees, promoting professional standards, and diligent enforcement of the California Veterinary Medicine Practice Act.





Values

Where are we now?



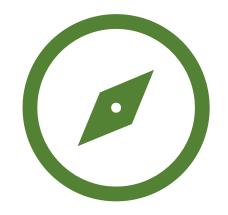
- Consumer protection
- Integrity
- Professionalism
- Responsiveness
- Transparency
- Efficiency





Environmental Scan

Where are we now?



Internal stakeholders

- Board members
- Management
- Staff

External stakeholders

- Consumers/consumer groups
- Associations
- Licensees
- Others affecting the Board
- Others affected by the Board





Vision

Where are we going?



To be the premier consumer protection agency leading the effort to advance high-quality veterinary medical care.





Goals

Where are we going?



- 1. Enforcement
- 2. Licensing and Examinations
- 3. Customer Service
- 4. Legislation and Regulations
- 5. Outreach





Objectives

Where are we going?



- To be developed based on:
 - Trends
 - Issues
 - Initiatives





Action Plan

How will we get there?



- Evaluate resources
- Identify tasks
- Assign responsibility
- Establish timelines
- Create performance measures
- Ownership





How do we measure progress?

Performance Measures

Establish how success will be measured

Monitoring and Tracking

Use tracking tools and conduct regular check-ins



Thank you!

