

Strategic Planning

A Single Agency – Planning to Plan

Training & Technical Assistance: February 2018 – June 2018

Strategic Planning Process: June 2018 – February 2019

The Project

Training and Technical Assistance for the strategic planning process was provided by The Ohio State University's Center for Public Health Practice; through funding provided by the Ohio Department of Health. The purpose of the project was to broaden employee understanding of the strategic planning process, develop a workplan, and develop a timeline for the strategic planning process. The training provided a basic overview of strategic planning principles, concepts, and processes for both the strategic planning committee (in-person) and all health district employees (via video).

Why it Was Selected

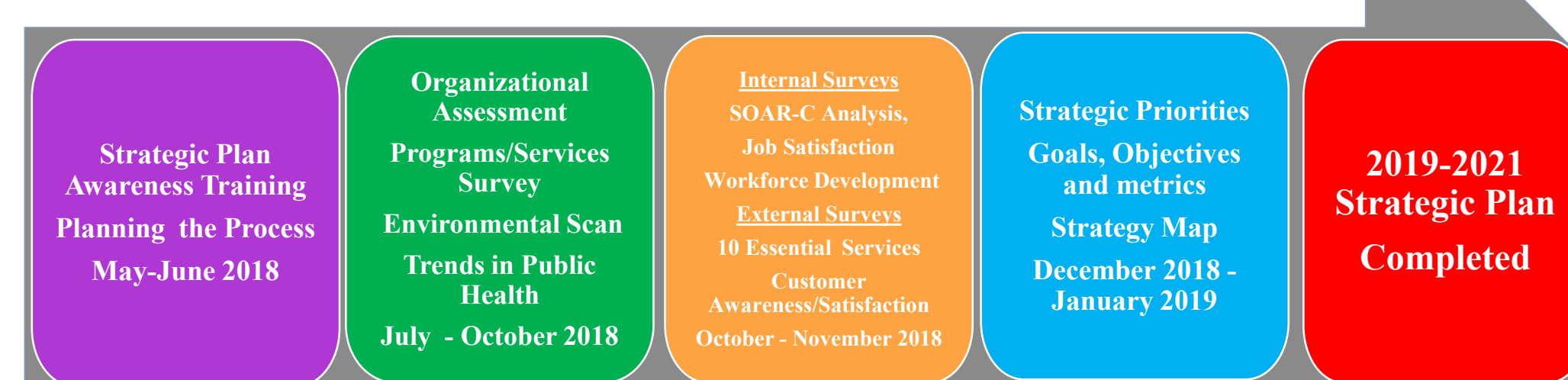
The agency's former strategic plan was expiring. The plan had been submitted to the Public Health Accreditation Board (PHAB). It was necessary to show our intent to continue this important business practice and be prepared to speak to how we would improve upon our strategic planning process. The health district was awaiting the assignment of our Site Visit Team from PHAB and document review. Additionally, a pending move to a new facility was scheduled. The project was used to train and equip us to carry out the process after the Site Visit and the move were accomplished.

Adapted with appreciation from MN Department of Health 3.2018

What We Did

The planning process began with clarifying the scope of work. Below are the key steps we took:

- Identified & established a strategic planning committee.
- The committee was trained on strategic planning concepts and principles.
- Reviewed previous plan, survey results, internal and external data sets, historical trends, and conducted an environmental scan.
- Developed a work plan "Plan to Plan".



Lessons Learned

- Strategic goals & objectives should not simply sustain or maintain current work.
- Present results of the environmental scan before beginning the planning process.
- Assign subject matter experts or employees to research informed goals and metrics for identified priorities.

What We Made

- Engaged in training including instructional, hands on practice and real-life application to develop the "Plan to Plan".
- Aligned "Plan to Plan" with the Allison and Kay Model & NACCHO Guidance.
- Began to develop a culture of strategic planning throughout the organization using a strategic planning 101 training video for all employees.
- Administered and analyzed several internal and external surveys.
- Updated our mission, vision and values based on survey input.
- Board of Health adoption of a strategic plan with seven priorities and associated workplans.

TEAMWORK



Project Participants

The strategic planning committee members represent management, mid-level and front-line staff from a variety of health district programs.

Shadrick Adams

Pamela Hamer

Ashley Steveley

Kirsten Bean

Melissa Howell

Noah Stuby

Kimberly Caudill

Sarah Jensen

Jeff Webb

Juanita Davis

Deidra Owsley

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