



Strategic Planning in Local Government

Developing the Big Picture

The Good, The Bad & The Ugly !!!

Why? Strategic Planning

- Share a “Common Vision” of the Teams Goals
- Build a Cooperative Team
- Respond to Changes –
 - Past
 - Present
 - Future

Lessons Learned

- Tie the Strategic Plan to the following:
- 1. Operational Plans & Budgets
- 2. Employee Goals & Assignments
- 3. Ensure Press & Citizens are aware

Key Steps (Preplanning)

- Announce & Promote the Process
- Select & engage the Facilitator
- Preplan & Set the Agenda
- Define the Start & Finish Times of the Retreat
- Double Check all the Logistics
- Prep & Orient the Support Staff

Participants Preparation

- Confirm their schedules
- Survey their Input & Expectations
- Define Group Expectations & Outcomes

Prepare Necessary Data

- Demographic Trends
- Social Factors
- Economic Factors
- Financial & Budget Factors
- News Articles
- Survey Results
- Department Performance Indicators

Retreat

- Group Vision
- Team Goals
- Desired Outcomes
- Plans of Actions (What)
- Who is responsible to follow through
- When is the schedule
- What resources are needed (How)

Wrap Up Report

- Define Tasks
- Assign Staff
- Assign Resources
- Set Time Goals

Post Retreat Action Plans

- Track Performance
- Measure Results
- Provide Feedback to Participants

References

- Carl Vinson Institute of Government, The UGA
- ICMA – Strategic Planning

The Ugly

- And Now!!!
- Butch Sanders, City Manager
- City of Snellville
- What could go wrong !!!

??Questions??

Thank you!

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