Vision Santa Cruz County
Strategic Planning Framework and Timeline
October 17, 2017
Strategic Plan Elements

- **Vision** - reflects the collective understanding of the ideal situation
- **Mission** - identifies the County’s role in pursuing the community’s vision
- **Values** - provide the foundation on which the strategic plan is constructed
- **Focus areas** - represent strategic initiatives, which organize the goals into categories or themes
- **Goals** - provide generalized statements of what the community wants to achieve consistent with its vision
Status of Strategic Planning Process

- In the County...
  - Department heads engaged on Sept. 7th
  - LEAP participants engaged on Sept. 18th
  - BOS study session held on Sept. 19th

- In the community...
  - Handouts distributed at County Fair, offices and elsewhere
  - Website and email address launched
    - www.santacruzcounty.us/sp
    - vision@santacruzcounty.us
Employee Engagement

- Employee mixers: Oct. 30th and Nov. 8th
  - Three locations, North and South County
  - Open to all employees and volunteers
- Department staff meetings
  - Support from Strategic Planning Steering Committee
- Employees who work in the field
  - Agricultural Commissioner
  - General Services
  - Parks
  - Public Works
Community Engagement

- Community meetings: Nov. 9th, 15th, 18th, 28th and TBD
  - Five locations, one per district
  - Open to all constituents

- Local events
  - Pop-up at fairs, markets and other festivities

- Targeted groups
  - Youth through students and/or technology
  - Seniors through visits to large meal sites
Next Steps in Strategic Planning Process

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<thead>
<tr>
<th>Month</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>November</td>
<td>Administer surveys to employees and the community</td>
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<tr>
<td>December</td>
<td>Provide update on strategic planning process</td>
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<tr>
<td>January</td>
<td>Present draft vision, mission, values and focus areas</td>
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<td>February</td>
<td>Hold focus groups and/or forums on goals</td>
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<td>March</td>
<td>Conduct goal setting study session with the Board</td>
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<td>April</td>
<td>Finalize goals within each focus area</td>
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<td>May</td>
<td>Present draft County Strategic Plan</td>
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<td>June</td>
<td>Recommend approval of final document</td>
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