

# Strategic Planning Overview

## DCA SOLID Planning





# What, Why, and How



# What is strategic planning?

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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?

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

# How is a strategic plan created?

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



	<ul style="list-style-type: none"> <li>• Mission</li> <li>• Vision</li> <li>• Values</li> <li>• Goals</li> </ul>	<ul style="list-style-type: none"> <li>✓ Conduct workshops</li> <li>✓ Survey participants</li> <li>✓ Review new mission, vision, values, and goals with client for approval</li> </ul>
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# Diversity, Equity, and Inclusion

# Incorporating DEI

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- 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

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**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

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**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

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**Where are we  
now?**



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

# Environmental Scan

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**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

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**Where are we going?**



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

# Goals

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**Where are we going?**



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

# Objectives

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**Where are we going?**



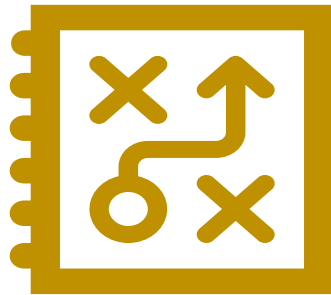
- To be developed based on:
  - Trends
  - Issues
  - Initiatives



# Action Plan

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**How will we get there?**



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

# How do we measure progress?

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## Performance Measures

Establish how success  
will be measured

## Monitoring and Tracking

Use tracking tools and  
conduct regular check-ins



**Thank you!**

