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## 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

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







### 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 highquality 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?



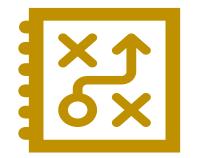
- To be developed based on:
  - Trends
  - Issues
  - Initiatives





### **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



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## Thank you!

