

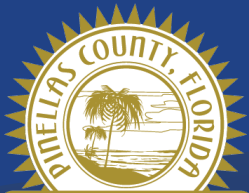
# 2022 Strategic Planning Update



**Office of Management & Budget**

**Aubrey Phillips**

Strategic Performance Manager



BOARD OF  
COUNTY COMMISSIONERS

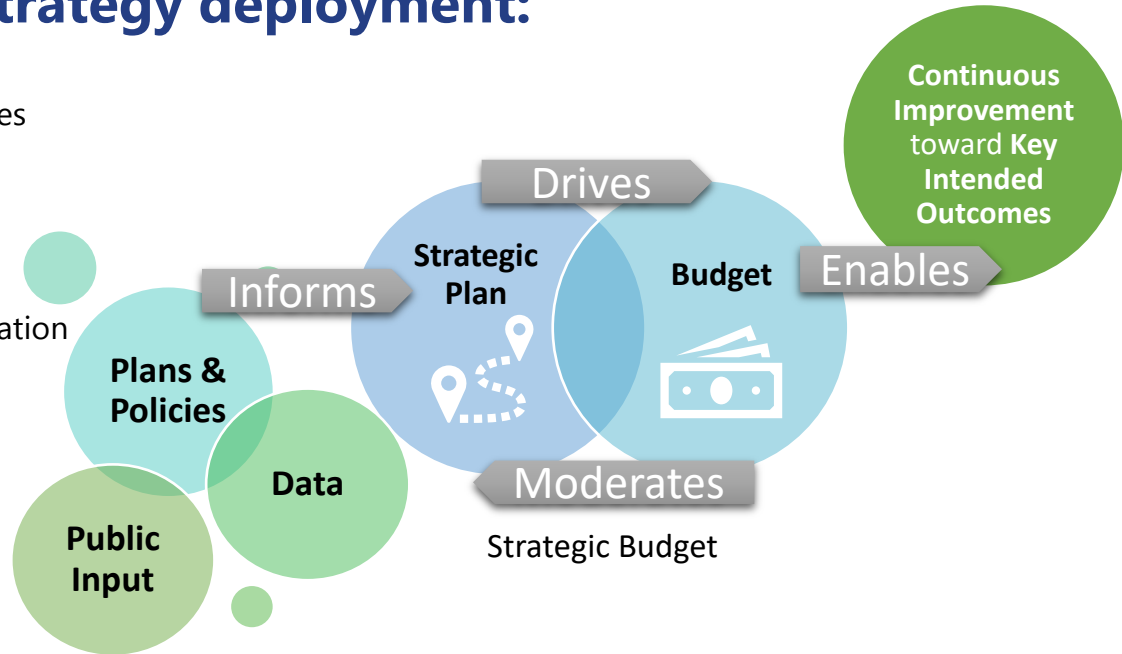
Our Vision: To Be the Standard for Public Service in America



# 2022: Strengthen Strategy Deployment

## Focus on strengthening strategy deployment:

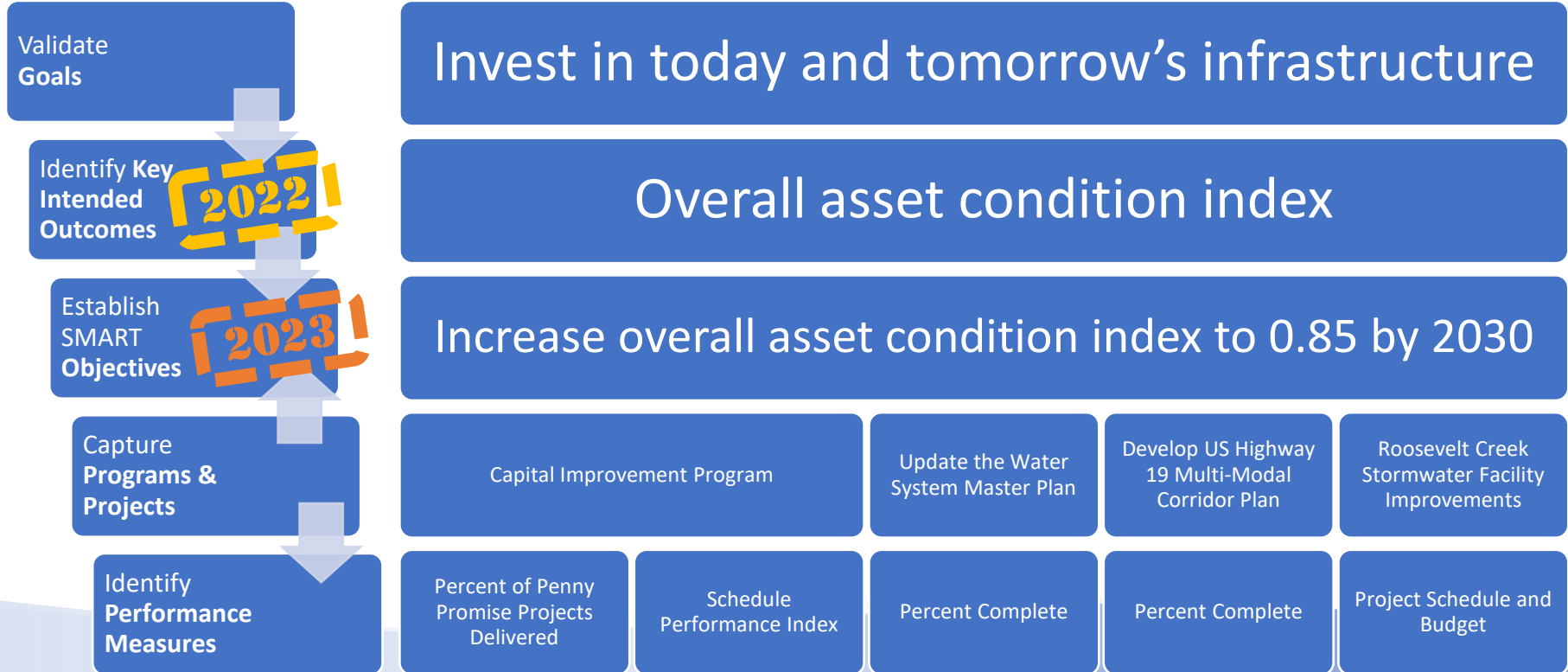
- ✓ **Strategic Plan Alignment**
  - ✓ Identification of Key Intended Outcomes
  - ✓ Formalizing Links Between Plans
  - ✓ Operational Planning
- ✓ **Technology Planning**
  - ✓ BI Governance & Users Groups
  - ✓ Budget & Performance Systems Integration
- ✓ **Business Processes**
  - ✓ Continuous Improvement Pilot
  - ✓ Employee Performance Appraisals
  - ✓ Administrative Policy Updates
- ✓ **Values & Culture**
  - ✓ Putting Values into Practice
  - ✓ Inside Pinellas & Employee Forums
  - ✓ Public Engagement Training



# Strategic Plan Framework



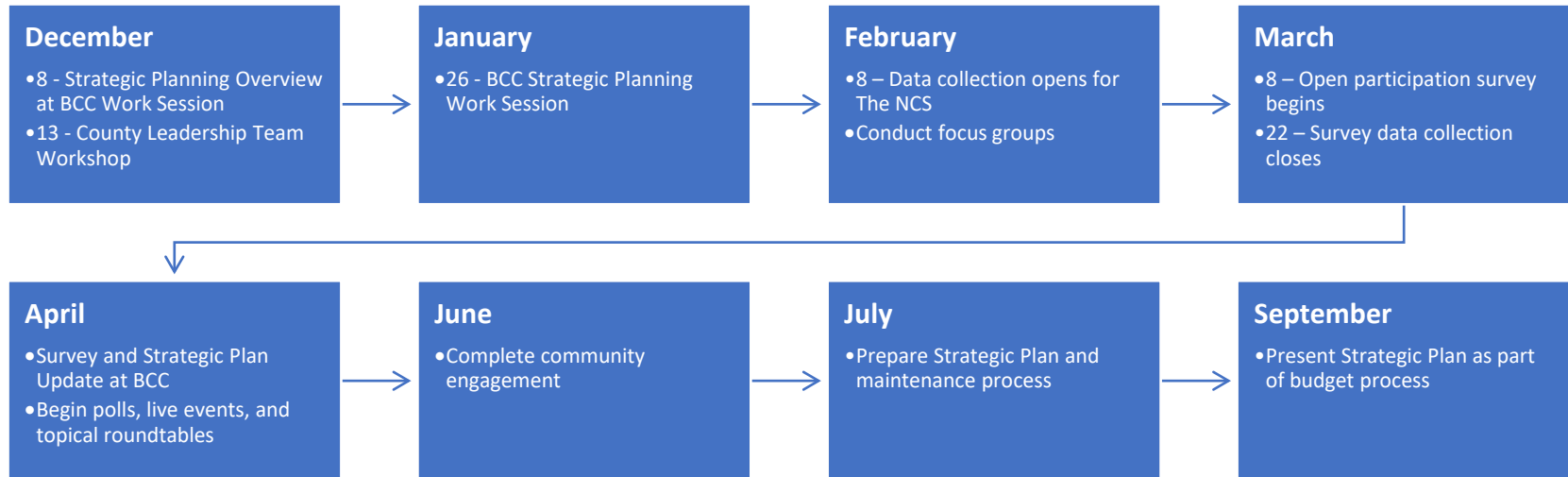
## *Illustrative Example:*



# Objectives

- **Review and validate mission, vision, values, and goals**
- **Establish 3-5 SMART Objectives for each Goal**
- **Engage BCC in strengthening policy governance**
- **Engage employees and community in identifying and understanding priorities**
- **Improve clarity of strategic direction**

# Milestones: Update BCC Strategic Plan



# Community Input & Engagement



February - March

- Community Survey to Establish Nationally Benchmarked Baseline
- Focus Groups to Refine Outreach Messaging

April - June

- Polls, Live Events, Topical Roundtables, and Sentiment Research to Better Understand Key Priorities

## Key Questions:

- What do you depend on County government to do for you?
- What issues are most important to your future in Pinellas County?
- What priorities should guide Pinellas County in the next 5 years?
- Was this engagement valuable to you?