# Updating the Strategic Plan for FY25-FY30



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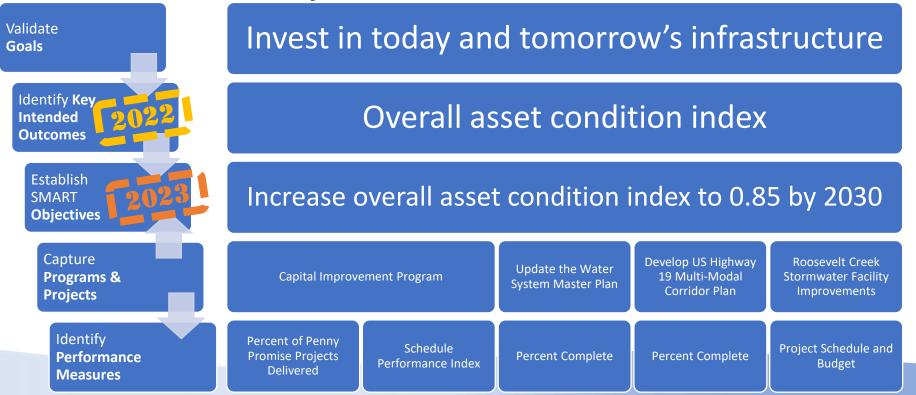


Our Vision: To Be the Standard for Public Service in America

## **Strategic Plan Framework**



## Illustrative Example:







- Review and update the mission, vision, values, and goals
- Establish 3-5 SMART Objectives for each Goal
- Engage employees and community in updating goals
- Improve clarity of strategic direction

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

# Milestones: Update BCC Strategic Plan

#### January

•26 - BCC Strategic Planning Work Session

#### **February**

•8 – Data collection opens for the NCS •Conduct focus groups •Strategic Planning Update at BCC

#### March

- •8 Open participation survey begins
- •22 Survey data collection closes

Pinella Count

#### April/May

- •Survey and Strategic Plan Update at BCC
- •Begin polls, live events, and topical roundtables

#### June/July

•Complete community engagement • Prepare Strategic Plan and

#### **August/September**

• Present Strategic Plan as part of budget process



## **Community Input & Engagement** to Better Understand Key Priorities



Modern Tools	Passive Monitoring	Direct Engagement	Key Questie • What do
<ul> <li>Nationally Benchmarked Community Survey</li> <li>Online Polling</li> </ul>	<ul> <li>Social and Traditional Media</li> <li>Sentiment Research</li> </ul>	<ul> <li>Focus Groups to Refine Outreach Messaging</li> <li>Existing Boards and Committees</li> </ul>	<ul> <li>On Courto do fo</li> <li>What issimporta future ir County?</li> <li>What pr guide Pi the next</li> <li>Was this valuable</li> </ul>

#### ons:

- lo you depend intý government or you?
- sues are most ant to your in Pinellas
- priorities should Pinellas County in (t 5 years?
- is engagement e to you?