Long Beach Animal Care Services
Public Workshop

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Welcome!
Who We Are
OUR vision
≠
YOUR vision
Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy.
Elements of a STRATEGIC PLAN

- Mission & Vision
- Core Values
- Environmental Scan
- Integration & action plans
- Desired outcomes, goals & objectives
- Internal capabilities and capacity
The Process of Getting There

Data Collection
- Stakeholder interviews
- Public Workshop
- Share learnings & insights

Define Vision/Goal Setting
- Define vision
- Develop key strategies

Action Planning
- Staff work on goals & objectives

Executive sponsor drives process internally
## Process Timeline

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<td>Stakeholder Interviews</td>
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<td>Establish Staff Strategic Planning Work Group</td>
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<td>Design Visioning Session &amp; Strategic Planning Retreat</td>
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<td>Facilitate Visioning Session &amp; Strategic Planning Retreat</td>
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<td>Update Key Stakeholders on Progress</td>
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<td>Finalize Operational Plan</td>
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<td>Develop and Rollout Roadshow</td>
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Process Outcomes

→ Internal strategic plan with actionable goals and objectives

→ Measurement framework that outlines process for tracking progress as the plan is executed

→ High-level document highlighting strategies and goals for sharing
What do you see as the biggest issues facing dogs, cats, and other animals in the Long Beach community?

What do you see as LBACS mission?

What impact do you hope LBACS will make/achieve in the community?

What would you like to see LBACS do more of? What do you see as their highest value activities?

What BIG strategic questions do we need to answer through the planning process?
Thank you!

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