

Strategic Planning Update



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CONSERVATION
AUTHORITY

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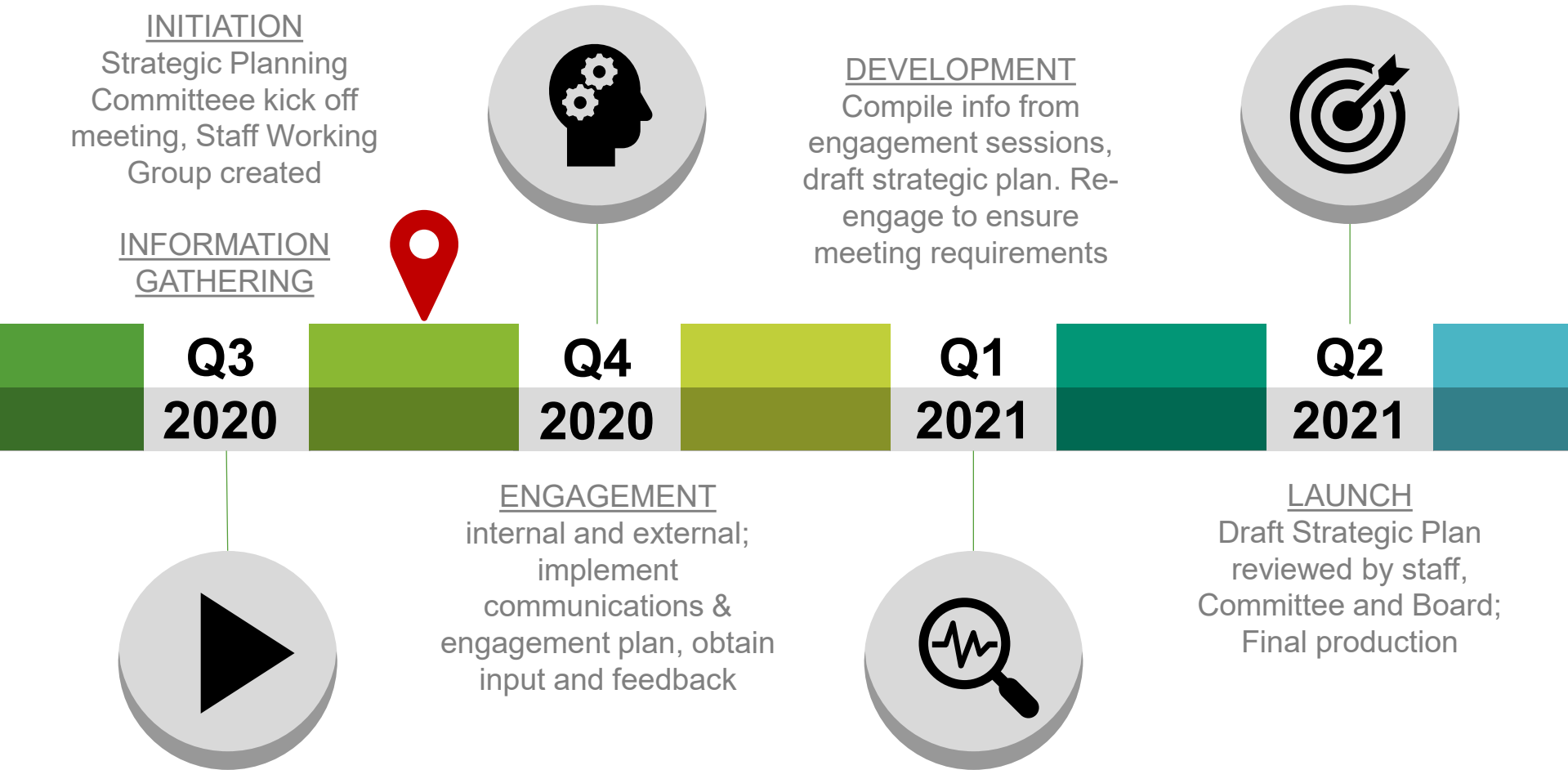
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Strategic Planning - Work Plan Overview



Progress on Milestones / Deliverables



Initiation

- ✓ Kickoff meeting
- ✓ Approach
- ✓ Terms of reference
- ✓ High-level work plan
- ✓ Preliminary ideas/direction
- ✓ Staff Working Group created



Information Gathering

- ✓ Statement of Work (Consultant)
- ✓ Stakeholder Analysis
- ✓ Communication & Engagement Plan
- Trends & opportunities analysis
- Strengths & weaknesses analysis



Engagement

- Input on SP development
- Mission/Vision consultation
- Key Strategic Objectives
- Performance indicators
- Stakeholder Consultation Report



Information Gathering: Stakeholder Analysis

- Stakeholder: any group, individual, organization that can impact or be impacted by a project.
- Goal of analysis was to identify:
 - key groups/audiences (16) and sub-groups;
 - perceived level of interest;
 - communication/engagement goals
 - known and perceived communication/engagement needs;
 - key challenges and issues.



Information Gathering: Stakeholder Analysis

- Overarching challenges identified:
 - Managing perceptions;
 - Virtual engagements;
 - Time constraints;
 - Managing expectations and competing interests;
 - Accessibility (e.g., access to internet/computer, physical locations);
 - Limited staff capacity at some organizations we seek to engage with;
 - Interests may be related to specific programs/services and geographic locations.



Communication & Engagement Plan

- Guide how we plan to inform the community, our partners, and stakeholders about the initiation of the strategic planning process
- Encourage participation and collaboration in developing a new Strategic Plan

Communication & Engagement Plan



Inform & Launch Process



Collect Feedback & Involve



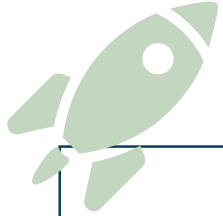
Check in & Validate



Launch and release Strategic Plan



Key Tools & Techniques



Inform & Launch Process

- Direct email & SharePoint
- Get Involved portal
- Letters, postcard, posters
- Social media & website
- Media release & interviews
- Promotional video
- Non-virtual options, as needed

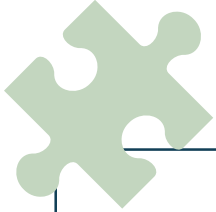


Collect Feedback & Involve

- Direct email & SharePoint
- Get Involved portal
- Pre-recorded presentation
- Social media & website
- Media release & interviews
- Survey/poll
- Engagement sessions
- Non-virtual options, as needed

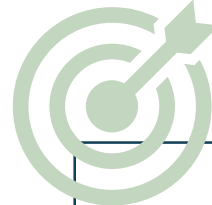
Key Tools & Techniques

Check-in and Validate



- Summary of engagement
- Direct email & SharePoint
- Get Involved portal
- Social media & website
- Media release & interviews
- Survey/poll
- Follow-up consultations
- Non-virtual options, as needed
- Draft Strategic Plan

Finalize and Launch



- Direct email & SharePoint
- Get Involved portal
- Social media & website
- Media release & interviews
- Final strategic plan released



Scope of Work: Facilitator / Consultant

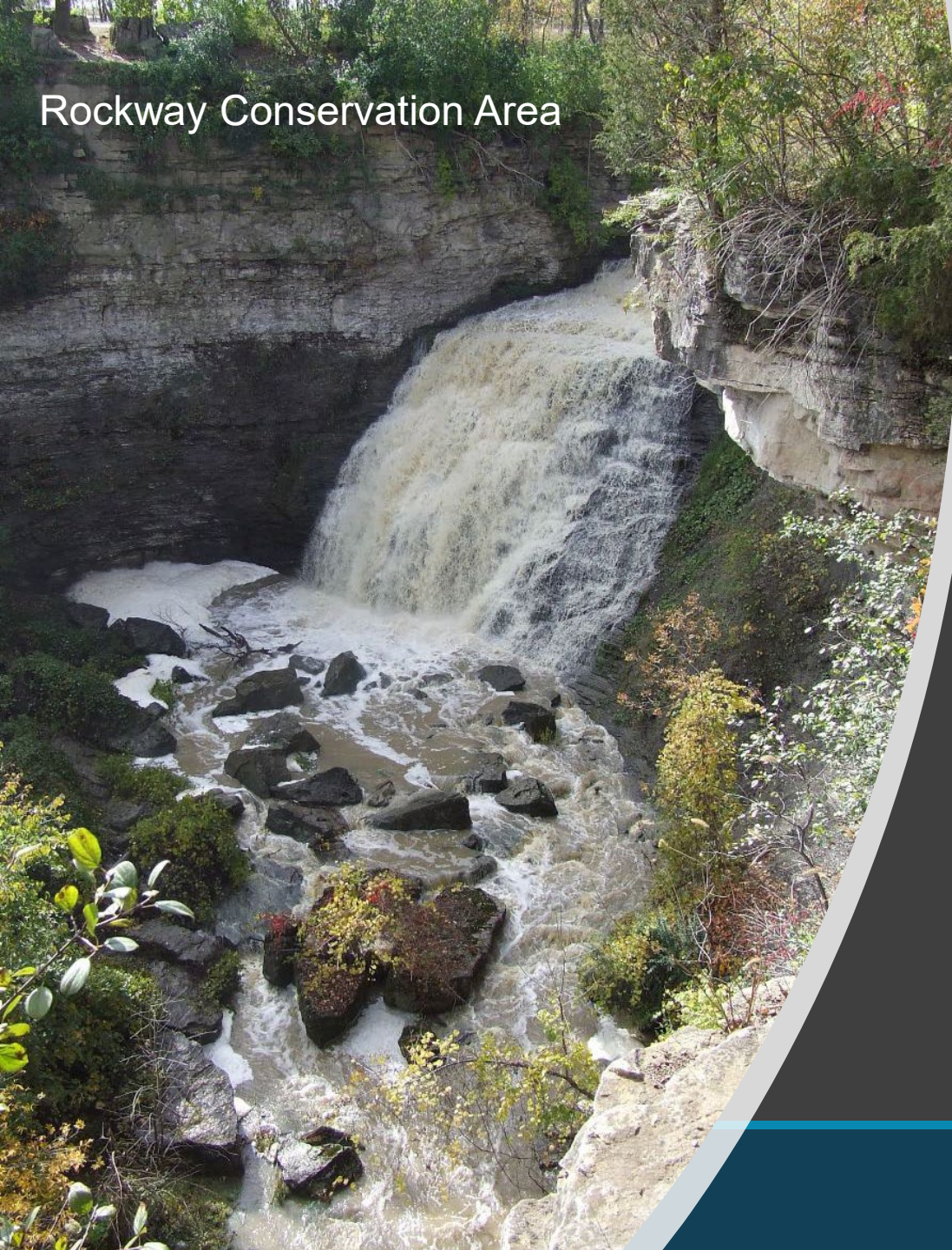
- A facilitator / consultant is being sought to support the staff-led strategic planning process
- Facilitate staff/Board engagement sessions
 - Mission, Vision, Core Values
 - Strategic objectives
- Facilitate stakeholder consultation sessions
- Provide input on surveys/polls/online engagements
- Synthesize and document information to prepare strategic plan.



NEXT STEPS

- SWOT Analysis
- Procurement documents to be posted
- Public Advisory Committee Meeting

Rockway Conservation Area



Questions?