

January 15, 2019

Vienna Town Council Strategic Plan Work Session

Strategic Planning Process – Major Steps

- Visioning, Force Field Analysis, Identification of Major Issue Areas – Council work session
- Policy Briefs – Staff presentation
- Goal Development – Council work session
- Suggested Strategies/Objectives/Action Steps – Staff proposals
- **Strategy/Objectives Selection – Council**
- Preparation of Plan Draft – Staff
- Adoption of Final Vision and Plan – Council

Staff Strategy Development Efforts

- Focus-area staff teams
- December 17 employee Brunch & Brainstorming event



Tonight's Process

- Overview (10 min)
- Council discussion of suggested strategies by goal area
 - Staff presentation (5 min)
 - Council discussion (15 min)
 - 8 goal areas
- Summary/Next Steps

Suggested Council Review Process

- Quick walk thru of strategy bullets to identify:
 - Items clearly supported by Council
 - Items clearly rejected by Council
- Return to items requiring additional discussion
- Stay within 15-minute time frame. We can spend longer if needed, but that will reduce time available for a subsequent goal area.

Session Ground Rules

- Objective – Gain Council consensus on specific strategies to achieve strategic goals.
- Consensus – “I’m happy with the strategy” or “It’s not exactly what I want, but I can live with it and support it.”
- Focus – Long-term strategic advantage for the Town.
- Facilitator’s Role – Help Council stay focused and on time.

Next Steps

- Staff will draft a final Strategic Plan with a unified vision statement, Council-supported goals, strategies, and objectives for Council review and adoption.
- Target Date – February 25 Council meeting