

AGENCY STRATEGIC PLAN OUTLINE

INSTRUCTIONS AND PURPOSE

This outline is intended to show agencies the core components that must be included in their strategic plans. It is meant to be a minimum, and agencies should add additional components and information to tailor the plan to their own business needs and the needs of the communities and clients they serve. Ideally, agencies will use the strategic planning process to satisfy the state requirements around DEI plans and Information Technology Strategic Plans. Please consult with the Governor's Policy Advisor assigned to your agency as you begin the strategic planning process.

1. DEFINE YOUR VISION, MISSION, AND VALUES & EQUITY STATEMENT



Determine your vision and what you want to achieve in the long term.

VISION:



Determine your mission and what your purpose is.

MISSION:



Determine what your values are.

VALUES:



Determine how you advance equity in your work, and craft an equity statement.

EQUITY
STATEMENT:

2. CONDUCT A PESTLE ANALYSIS



Identify the political, economic, sociological, technological, legal, and environmental circumstances your organization is operating within.

A PESTLE analysis is a tool used to conduct an external scan of an organization's environmental influences that helps guide the planning and strategic decision making. It is often referred to as providing a 'big picture' of the environment in which a business operates.

Often, the analysis will determine likely issues/events that will impact the business – these are generally considered to be outside the control of the business.

It is a vital part of any strategic planning that will help you to examine and plan for any external factors (Political, Economic, Sociological, Technological, Legal and Environmental) that could affect us.

PESTLE Factor	Analysis
Political (State or federal policy, rules, new laws, and upcoming elections.)	
Economic (The broad, economic climate we are in, such as inflation rates, interest rates, economic growth, and property prices.)	
Social (The population growth rates, cultural aspects, age distribution, and changing social behaviors.)	
Technological (The availability of technology and rate of technological changes for you and to your customer.)	
Legal (The laws directly connected to us and our area of activity.)	
Environmental (The surrounding environment, weather, natural disasters, geographical position, climate changes, and sustainability.)	

3. CONDUCT A SWOT ANALYSIS



Identify your organization's strengths, weaknesses, opportunities, and threats. This is a key opportunity for community engagement. A SWOT analysis should be done with representatives from key groups, such as employees, community-based organizations, tribes, historically marginalized communities and business partners.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">•	<ul style="list-style-type: none">•
<ul style="list-style-type: none">•	<ul style="list-style-type: none">•

4. SET GOALS AND OBJECTIVES



Based on your SWOT analysis results, set specific, measurable, achievable, relevant, and time-bound (SMART) goals and objectives. **Include at least one goal related to Oregon Tribes and one goal related to achieving Diversity Equity and Inclusion.**

S.M.A.R.T	Description
Specific	What do you want to achieve? What is the outcome you are wanting?
Measurable	How will you know the goal has been achieved? How will you measure progress?
Achievable	How can we accomplish the goal? What steps or tasks are needed to achieve the goal?
Relevant	Does this goal align with agency strategies? Is this the right time?
Time-Bound	What is the timeframe to achieve the goal? What is the completion date?

Goal #1:

Outcome(s):

Goal #2:

Outcome(s):

Goal #3:

Outcome(s):

Goal #4:

Outcome(s):

Goal #5:

Outcome(s):

5. DEVELOP STRATEGIES



Determine the best course of action to achieve your goals and objectives.

6. CREATE AN ACTION PLAN



Develop an action plan that outlines the specific steps you will take to implement your strategies.

Description	Start Date	End Date	Duration
Project #1			
Project #2			
Project #3			
Project #4			
Project #5			

7. ALLOCATE RESOURCES



Determine the resources, including financial, human, and technological, required to implement your action plan.

8. MONITOR AND EVALUATE



Determine how you will continuously monitor your progress and evaluate the effectiveness of your strategies to determine if they need to be adjusted.

