

ODA Strategic Plan Update

May 30, 2019

ODA's Approach to Strategy

Unlike private industry, which uses strategy as a tool to drive profit, ODA uses strategy to ensure we are able to execute our mission. We use strategy to answer the question:

“What can we do to ensure we are best prepared to serve the changing needs of Oregon’s natural resources and diverse agricultural and food sectors now and into the future using our tools of regulation, certification and promotion?”

Summary of 2018-2019

July 2018	Hired a Hatfield Fellow as a Strategy Specialist to begin implementing the seven (7) objectives from our 2018-2023 Strategic Plan.
Sep 2018	Narrowed from seven (7) objectives to two (2) annual priorities through an agency wide survey. Priorities for 2018-2019: Foster Employee Excellence and Excellence in Customer Service.
Oct 2018	Implemented strategy management tracking system—objectives and key results—in program areas. This system was selected because it: <ul style="list-style-type: none">• Requires us to measure our progress, which drives action, and• Supports the creation of a learning culture
Nov 2018 – Present	Program areas set objectives that align with annual agency priorities, monitor progress, and report accomplishments and challenges.

Selected Accomplishments

- Produced two (2) all-agency livestream video events, with 25% of ODA in attendance (100 staff)
- Monthly professional development seminars
- Employee recognition program
- 400% increase in customer service survey responses
- Leadership attended eight (8) staff meetings and two (2) discussion sessions with staff
- 30+ employee participated in cross training/job shadow opportunities
- 45% response rate for agency-wide communications satisfaction survey

Looking to 2019-2020

On May 15, 2019, we held a facilitated strategy discussion to collect feedback from employees on what they consider to be vitally important to the agency. Themes emerged around improving and updating our processes, information sharing, strengthening teams and team members through training, and some big picture ideas—such as addressing climate change.

During June 2019 employee and leadership discussions will be held to consider how we can bring together the variety of ideas. The agency will have 1-2 areas of focus for the 2019-2020 fiscal year.