



**City of Phoenix
Human Services Department
Youth Opportunities Unit
Strategic Plan 2007**

***Part 3: Timeline, Communications and Implementation Management
Agenda – July 12, 2004***

2:00 a.m. Introductions

Master Time-Line
(1 from each goal group)

**Progress Reporting
Procedure**

**Communications
Planning**

Master Time-Line group report to large group

Progress Reporting Procedure group report to large group

Communications Planning group report to large group

Process check: How did the day go?

4:00 p.m. Clean-up and adjourn



Facilitator Role

- Like to be involved but avoid having a stake in it
- Conceptual/teaching, i.e. problem solving processes, etc.
- Coaching (looking at things a different way)
- Process observations
- Confidential listener
- Making the implicit explicit
- Facilitate to the ground rules
- Ask stupid questions

Ground Rules

- Participate in the process, i.e. get your own voice heard
- Speak for yourself
- Tell the truth but with respect, i.e. be candid.
- Truth above harmony
- Confidentiality
- One voice at a time
- No side bars
- Discussion not debate—use active listening skills
- No lobbying
- Stay on track
- There is no right or wrong, it is just the way you see it from your perspective
- Ask stupid questions





City of Phoenix

Youth Opportunities Unit Strategic Plan 2007

Plan-to-Plan

Phase 1 Plan-to-Plan	Create project timeline Create monitoring web site	May 11-19
Phase 2 Environmental Scan (Gather information)	Review and analyze documents: <ul style="list-style-type: none"> • Internal employee surveys, 2001-03 • Customer satisfaction surveys, 4 programs, 2003 • Human Services Dept. 2003-04 Operating Budget • Program descriptions • Brochures and marketing materials 	May 12-24
Phase 3 Focus Groups (Gather information)	Three facilitated focus groups: <ul style="list-style-type: none"> • Service delivery employees (group A) • Service delivery employees (group B) • Youth Opportunities Unit senior staff 	May 25 May 25 May 25
Phase 4 Strategic Planning Team (Make decisions)	Two-day facilitated strategic planning retreat: <ul style="list-style-type: none"> • Mission and issues • Goals and objectives 	June 15 June 16
Phase 5 Communications	<ul style="list-style-type: none"> • Draft Strategic Plan • Final Strategic Plan and Year 1 Action Plan • Other communications activities 	June 30 July 22 June 16 (plan)
Phase 6 Implementation	Implementation Selection & training for Strategic Work Groups Quarterly update reports Strategic plan adjustment meetings	Jul./04-Jun./07 Jul./04 Sep./04 qtrly. Dec./04-07 ann.





Statement:

Human Services Department provides comprehensive social services to improve the quality of life of Phoenix residents.

Vision:

Excellence in Human Services – We Make Phoenix Better!

Core Values:

- Respect
- Trust
- Teamwork
- Work Ethic/Professionalism
- Customer Driven

Strategic Choices:

1. HSD will use technology to facilitate the achievements of the strategic goals
“Technology achieves strategic goals”
2. HSD is a nationally recognized model for “best practices”
“Model Best Practices”
3. HSD is committed to developing its workforce
“Develops workforce”
4. HSD is committed to allocate resources to implement key strategies
“Allocate resources, implement key strategies”
5. HSD is committed to promoting effective communication and collaboration
“Effective communication and collaboration”
6. HSD is committed to providing customer services in a seamless integrated environment
“Customer service, seamless and integrated”

¹ 2002 Strategic Planning, January 22-24, 2002.



Communications Plan for Strategic Plan

<i>Who needs to know about the plan? Who are audience or stakeholders?</i>	<i>What message do they need to know? What will you tell them?</i>	<i>Who will tell them?</i>	<i>How will you tell them? 1:1, meetings, e-mail, newsletter, etc.?</i>	<i>On what dates? Completed by when? How often do you tell them?</i>

Strategic Planning Team Members

<i>Working Group</i>	<i>Participant</i>
Administration	Mark Carr Maria Garcia Gordon Gray Jennifer Emerson Al Jernigan Jack Lujan Patt Nightingale Tony Valenzuela Molly Wright Neal Young
AIM	Kristina Blea Ellen Sweeney
JAIBG	Natalie Goode Becky Hayes Nellie Schneider Linda Wedin Courtney Wood
School Based	Erin Angelini Nancy Cafiero Kerry Freeman Andrea Ingram Jennifer Marlara Silvia Valadez
STEP-UP	Darrell Reagan
Young Families Can	Wendy Berns Linda Bojorquez Kay Daukei
Young First Offender	Cecilia Johnson Sheri Scott Sherry Star
Youth, Education, Success	Gabriela Perez
Youthbuild	Randy Carr Nellie Rubio

