



# **CREATING STRATEGIES THAT MOVE YOUR COMMUNITY FORWARD**

**CSA Conference  
April 2015**



## Warm Up

1. The way I would describe our community children's services strategy is....
2. One thing that is working well for us....
3. One thing that is a concern for me...
4. The amount of time we spend on CPMT planning for the future is....
5. We use our strategic plan to.....
6. The reason we have (or don't have) a working, helpful strategic plan is....

## The Value of a Strategic Plan

1. Focus and alignment of effort
2. Positioning wisely for the future
3. Driving and monitoring forward progress
4. Getting buy in and support
5. Changing the community

## Strategic Planning Steps

Vision, mission

*CSA Mission -- Create a collaborative system of services and funding that is child-centered, family-focused and community-based when addressing the strengths and needs of troubled and at risk youth and their families in the Commonwealth.*

- What matters most to your community related to serving its families and youth?
- What challenges would your agencies feel most proud of overcoming?
- Is there anything about your community that is unique and should be mentioned in your mission/vision

Identify most likely possible scenarios or future paths that will be the context of your program. (Useful strategic plans are tied to a sense of what the future could be and they help a program prepare for that future.)

- What are the possible paths or futures that our program might face in the future (2-4 years)?

*State/Federal factors?*

*Local factors?*

What goals would help your program be successful in at least several of the futures you identified?

- Your goals should be long-term rather than ones that get changed every year. Your goals are connected to both your mission and your possible futures.

What must you do very well or what obstacles must you overcome in order to reach your goals? These are your objectives.

What actions would help you to reach those objectives?

- Be certain they can be actually accomplished
- Assign responsibility for them to people who are willing and able to do them
- Set clear lines of accountability

Know how you will track progress

- Create performance measures to help you track your activities and progress toward your goals

## Engagement and Support of Key Partners

A strategic plan is one more tool to be used to educate and generate broader appreciation and value for the mission of CSA.

## Pitfalls to Avoid

What are the things that result in a strategic plan either failing or being useless?

- No connection to future viability. It must be relevant and not busy work. It must capture the hearts and minds of those who will make it live.
- Not central but an add-on. If you have a strategic plan for CSA in your community it must be talked about often and used to help you make decisions.
- No one with power genuinely buying in. You, as CPMT, must truly believe it is important. Otherwise, don't do it because it does involve extra work for others.
- A "laundry list" to keep everyone happy rather than a focused, disciplined strategy that grows out of tough choices.
- Implementers of the action items not understanding it from top to bottom -- from mission to scenarios to goals and objectives and actions. It can become very disjointed and there must be a conscious plan to prevent that.
- No regular data collection to mark progress. No true accountability and ownership.