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# MPWMD BOARD OF DIRECTORS STRATEGIC PLANNING 2021 WORKSHOP

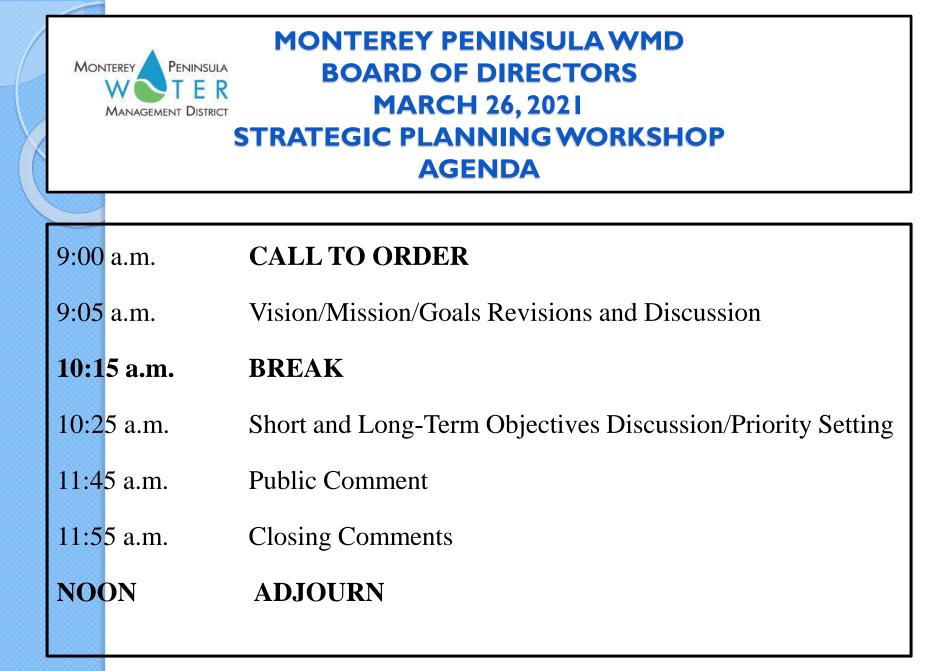


### MONTEREY PENINSULA WMD BOARD OF DIRECTORS MARCH 12, 2021 STRATEGIC PLANNING WORKSHOP AGENDA

9:00 a.m.

### CALL TO ORDER

- 9:05 a.m. Introductions/Workshop Overview
- 9:30 a.m. Information Gathering Feedback
- 10:00 a.m. BREAK
- **10:1**5 a.m. Strategic Planning Model and Definitions
- 10:30 a.m. Vision/Mission/Goals Discussion
- 11:50 a.m. Public Comment
- NOON ADJOURN TO MARCH 26, 2021



# **STRATEGIC PLANNING**



## **Strategic Planning Glossary**

#### **GOALS (WHAT)**

"Long-range direction of organization. Consistent with mission and vision. Typically qualitative and able to embrace multiple objectives."

#### **MISSION (WHY)**

"Why organization exists and its core purpose."

#### **OBJECTIVES (HOW/WHEN)**

"SMART" (Specific, Measurable, Achievable, Realistic, Timely)

#### **PRIORITIES (TASK)**

"A task to achieve an initiative that is considered more important than another."

#### **STRATEGIC INITIATIVES (ACTION)**

"Key action programs focused on achieving a specific objective or target. Few critical projects key to meeting organization's mission."

#### **VALUES (CULTURE)**

"Core beliefs of the organization that inspire and guide choices in the way it operates and deals with people.Values are imbedded in the vision and mission."

#### **VISION (BIG PICTURE)**

"Reimagining the Future. What we choose to be. Serves as source of inspiration."