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MPWMD BOARD OF DIRECTORS STRATEGIC PLANNING 2021 WORKSHOP

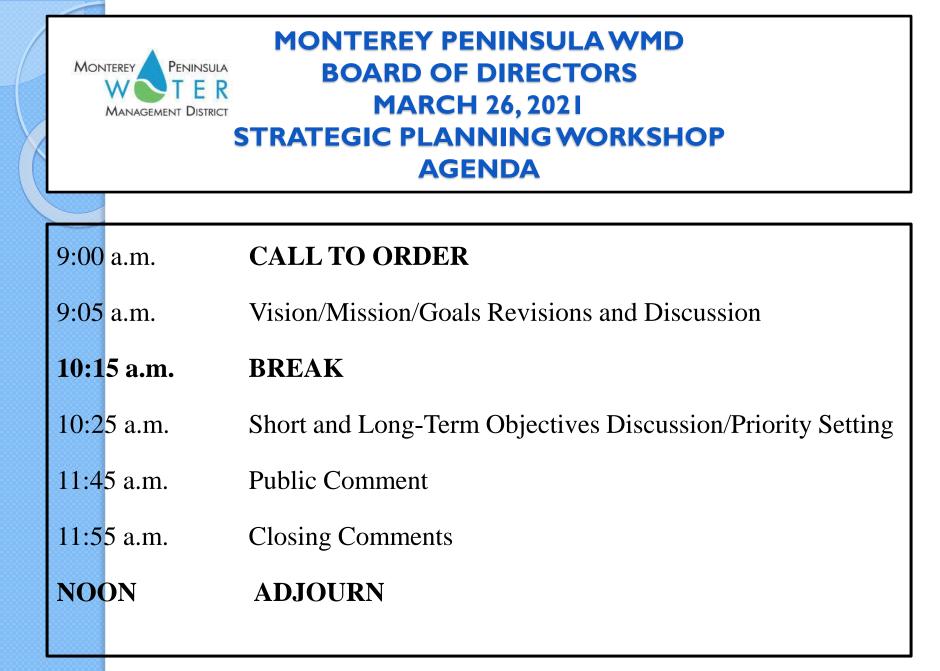


MONTEREY PENINSULA WMD BOARD OF DIRECTORS MARCH 12, 2021 STRATEGIC PLANNING WORKSHOP AGENDA

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."