



**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.         | <b>CALL TO ORDER</b>                     |
| 9:05 a.m.         | Introductions/Workshop Overview          |
| 9:30 a.m.         | Information Gathering Feedback           |
| <b>10:00 a.m.</b> | <b>BREAK</b>                             |
| 10:15 a.m.        | Strategic Planning Model and Definitions |
| 10:30 a.m.        | Vision/Mission/Goals Discussion          |
| 11:50 a.m.        | Public Comment                           |
| <b>NOON</b>       | <b>ADJOURN TO MARCH 26, 2021</b>         |



**MONTEREY PENINSULA WMD  
BOARD OF DIRECTORS  
MARCH 26, 2021  
STRATEGIC PLANNING WORKSHOP  
AGENDA**

|                   |  |
|-------------------|--|
| 9:00 a.m.         | <b>CALL TO ORDER</b>                                       |
| 9:05 a.m.         | Vision/Mission/Goals Revisions and Discussion              |
| <b>10:15 a.m.</b> | <b>BREAK</b>   |
| 10:25 a.m.        | Short and Long-Term Objectives Discussion/Priority Setting |
| 11:45 a.m.        | Public Comment   |
| 11:55 a.m.        | Closing Comments   |
| <b>NOON</b>       | <b>ADJOURN</b>   |

# 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.”