



CITY OF ALVA, OKLAHOMA
STRATEGIC PLANNING 2012

August 21, 2012

Alva Recreation Center



AGENDA

Brief Review
(brief)

Process Overview
(5 minutes)

Ground Rules
(10 minutes)

Stakeholder Analysis
(30 minutes)

Values Identification
(30 minutes)

Mission Development
(30 minutes)



BRIEF REVIEW

Strategic Planning
Team Organization

Leadership
Scott Brown & Kelly Parker

Preliminary Stakeholder
Identification



PROCESS OVERVIEW

Getting Organized

Values & Mission

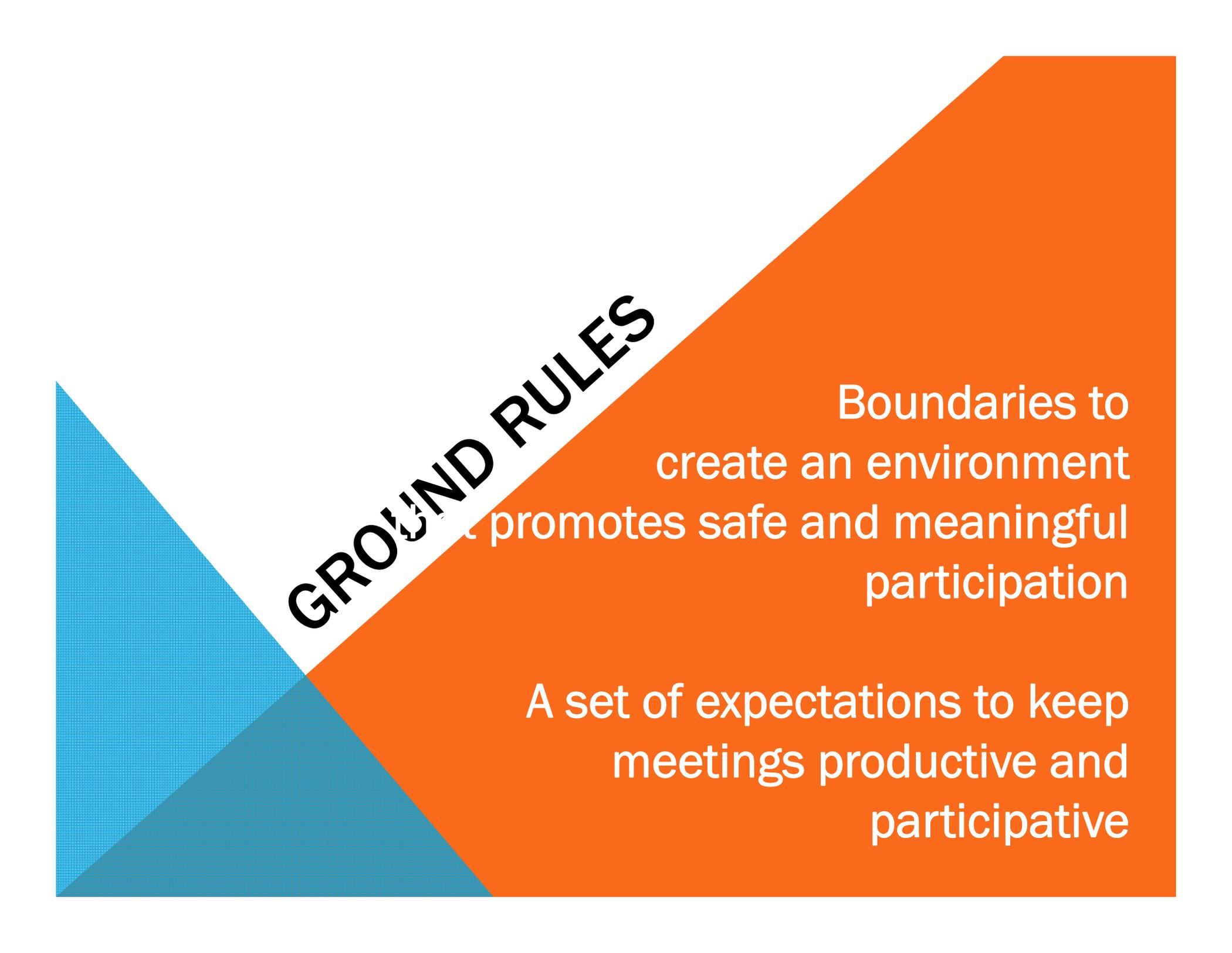
Situation Assessment

Develop Strategic Plan

Adopting the Strategic Plan

Formulate Implementation

Evaluation



GROUND RULES

Boundaries to
create an environment
that promotes safe and meaningful
participation

A set of expectations to keep
meetings productive and
participative

STAKEHOLDER ANALYSIS

What is the stakeholder's...

...interest/relationship with the city?

...influence with the city?
(...city's influence with SH?)

...criteria for judging city?

...benefit to city's success?

...importance to city?

IDENTIFYING CITY VALUES

Who are we as a city?

To what basic needs or problems must the city respond?

What should the city do to respond to needs/problems?

What should the city's responses be to the key stakeholders?

What is the city's philosophy?
Core values?

WHAT'S OUR MISSION?

What is the reason for our city's existence?

More emphasis on results –
Less emphasis on activity.