



Governor's Office of
PLANNING AND BUDGET
THE STATE OF GEORGIA

Agency Strategic Planning

For FY 2019



Introduction to the 2019 Cycle

- The Office of Planning and Budget
 - Coordinates the state's strategic planning process
 - Ensures plans are consistent with state goals
 - Works with other Enterprise Supporting Agency (ESA) agencies to assist with planning and initiatives
- Our goal is to make strategic planning
 - Valuable
 - Flexible
 - Focused



The Value of a Strategic Plan

- A strategic plan should
 - Communicate a clear direction for employees, customers, and stakeholders
 - Be a point of reference for evaluating budget requests
 - Give ESA agencies an idea of assistance needed to help support your agency and interagency initiatives



Budget Requests

- Strategic plans are not budget requests
 - Budget requests should be submitted in September per the instructions sent out by OPB in the summer
 - Approval of strategic plans does not constitute approval of any budget requests
 - While an expected cost may be included in a plan, it is not a strategy itself



ESA Page and Review

- ESA One Pager
 - Separate document from plan
 - Summarize budgetary, technological, workforce, and capital asset needs referenced in the plans
 - Include contact information for a follow-up from ESA agencies
- Review Process by OPB
 - Will provide feedback on plan receipt and review
 - Will generally provide forward-looking feedback



Performance Measure Clarification

- Agency Plan Measures
 - Provide progress/status updates for key objectives and strategies in annual plan update
- Program Performance Measures
 - Report as usual to PBCS in September



To Update or To Create?

- When updating your plan, keep in mind new information, such as
 - Completed Goals/Strategies
 - Funding
 - Legislative/Policy changes
 - Trends in plan measures
- Creating a new plan is an option if you do not have an existing plan or want to start from scratch
- The provided guidelines can help with plan creation or improvement



- Mission Statement
- Vision
- Environmental Scan
- Goals
 - Measurable Objectives
 - Strategies
- Summary ESA Page



Mission and Vision

- Mission
 - The purpose of the organization and why the agency exists
 - Ex: *The mission of the XYZ agency is to provide access to affordable, quality healthcare to Georgians through effective planning, purchasing, and oversight.*
- Vision Statement
 - An optimistic view of the desired future; should be realistic, but challenging
 - Ex: *The ABC agency will be recognized as the guiding force for innovative public policy and sound fiscal management.*



Environmental Scan

- A thorough analysis of the organization's internal and external environment and relevant trends.
- Information that may be used include
 - Workforce trends
 - Economic indicators
 - Technology initiatives
 - Employee and customer feedback
 - Previous program results



Goals and More

- Goals
 - High-level and spans over the duration of the plan
 - Ex: *Improve the customer experience for licensing applicants.*
- Measurable Objectives
 - Measures the progress of the goals
 - Ex: *Decrease call hold times from 20 minutes in 2017 to 5 minutes in 2019, based on a monthly average.*
- Strategies
 - Actions taken to achieve goals
 - Ex: *Enhance website self-service options, implement interactive voice recognition (IVR) technology*



Format of Measurable Objectives

- The X as of date to Y as of date format works well but is not required
- The most important components for objectives:
 - They show how the goal is being met
 - It is clear how success will be measured



Design and Templates

- The templates were provided for the plans themselves and only if you needed it
 - www.opb.georgia.gov/strategic-planning
- Designs are entirely up to the agency with only the requirements that it be easy to read and to print
- Talk to us if you have questions about any unique designs or formats



Submission

- Plans are due **June 29th, 2018**, and will be submitted to plans@opb.georgia.gov
 - Word, PDF or Excel
 - Easily readable when printed out
 - Attached ESA Document
- OPB will be available to meet individually for plan guidance
 - Anna Wrigley Miller: Anna.Miller@opb.georgia.gov
 - Austin Dyer: Austin.Dyer@opb.georgia.gov
 - Daniel Adams: Daniel.Adams@opb.georgia.gov