

Attachment 2

Overview of the First 5 San Diego Strategic Planning Process (FY 2008-09)

1. Project Initiation and Management

- Written project implementation plan
- Bi-weekly Project Team Meetings
- Evaluation/outcomes subcommittee
- Membership and defined roles for Project Team and Strategic Planning Team

2. Community Needs Assessment

- Data research and analysis
- Services gap analysis (research performed by First 5 staff)
- Written Community Engagement Plan
 - Development of stakeholder list
 - 15 key informant interviews
 - Six focus groups with parents, community partners and other stakeholders
 - Development of interactive website
 - Web based input community survey
- 2. Needs assessment report

3. Strategic Plan Development and Adoption

- Six Planning Team Meetings
- One presentation to the Technical and Professional Advisory Committee
- Four presentations to First 5 Commission
- Assessment of current projects and strategies (provided by First 5 staff)
- Review of best and promising practices
- Development of: vision, mission & values; goals and objectives, strategies, evaluation framework
- Finalized by Planning Committee
- Review and recommendations by TPAC
- Review requested changes and final adoption by First 5 Commission
- Produce final electronic and print version of the Strategic Plan 2010-2015