

Strategic Planning and Task Force Work

Richard Stroker
Center for Effective Public Policy

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Introduction: What is Strategic Planning?

- Definition: Strategic planning is a process that is employed to help an organization determine:
 - Where it is heading in the future, and
 - How it can best get there
- *“Failing to plan is planning to fail.” Benjamin Franklin*

The big questions: Where do we want to go? Where are we now?

- ▶ Strategic planning efforts tend to involve five things:
 - *1. A consideration of your broad goals, values, and objectives*
 - *2. A review of the current state of your business regarding these goals—considering your current statutes, policies, practices and especially your data and information.*

Big questions: What do we need to change? How are we doing?

- *3. Identifying problems, barriers or issues that are keeping you from realizing objectives.*
- *4. Developing a plan for moving forward, with possible solutions identified.*
- *5. Using data and information to help you understand whether you are moving in your intended direction.*

As you listen to work group reports consider:

- ▶ What are the overall objectives? What are you broadly interested in accomplishing?
- ▶ The issue being explored should help you move in the direction of your objectives. Are there other issues that should be explored?
- ▶ Do you have a clear idea (from data and information) about the current state of business concerning the issues being explored? What other information do you need? What about trends or direction?

As you listen to work groups...

- ▶ From the information provided, is it clear that the “right” problem is being explored? Is it a significant – or surface – problem?
- ▶ If recommendations are coming forward, do the conclusions offered appear to be the “best” solutions – in terms of effectiveness, efficiency, completeness, etc. What other options exist?
- ▶ What data or information should be collected so that you will know if solutions are helping you move in the intended direction? Should there be “benchmarks” or “dashboards?”



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Overview of Task Force Presentations

Outline

- Task Force membership
- A list of topic areas either currently under study or being considered
- A closer look at each topic area that briefly describes:
 - A Statement of the Problem
 - Pros/Cons/Feasibility of addressing the topic
 - Plan to address the topic
- A follow-up group discussion to determine priorities and next steps for the Task Force