

1.19 Strategic Planning

Policy:

It is the policy of Licking/Knox Goodwill Industries, Inc. to use a Strategic Planning process to envision its future and develop processes and operations necessary in achieving the agency's mission and vision.

Procedure:

The Strategic Planning process shall be conducted every three (3) years. The Strategic Planning Committee (Committee) shall be selected from Licking/Knox Goodwill Industries, Inc. staff, the Board of Trustees and reputable professionals from the local community. The Committee shall endeavor to assemble regularly in order to facilitate timely completion of a comprehensive plan.

The Strategic Planning process shall include the following actions:

- Review the organization's current mission and vision statements
- Survey the perceived needs of the area(s) served
- Review results from recent employee & customer surveys for input
- Identify opportunities and threats to the organization
- Assess the organization's weaknesses and strengths
- Identify and prioritize "strategic issues" or questions that should be addressed
- Develop a series of goals that will assist the organization in attaining its future objectives
- Agree on and assign key strategies in obtaining the desired goals
- Develop an action plan along with a system for monitoring progress
- Implement plan
- Evaluate, review and adjust processes as needed

The Board of Trustees shall be kept advised of the Strategic Planning progress and success.