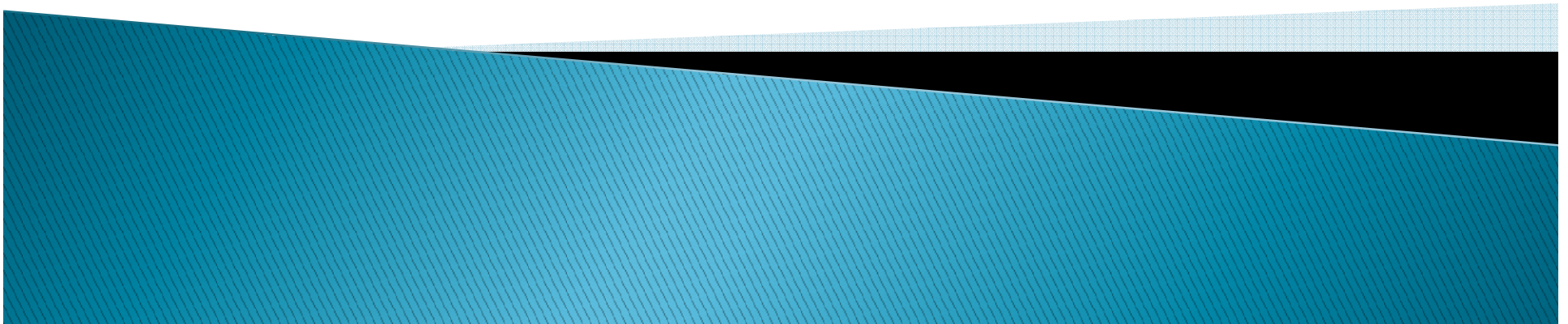


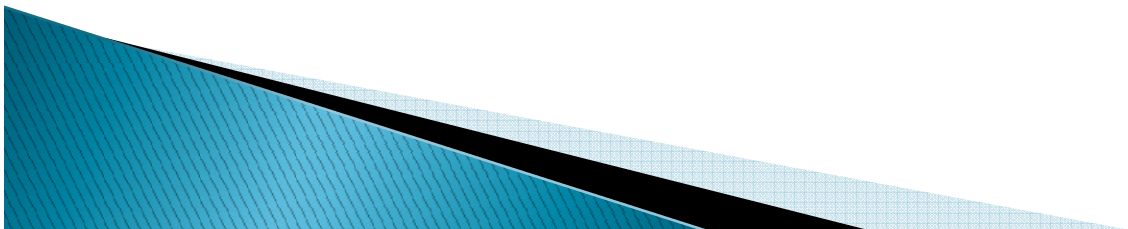
Strategic Planning From Concept to Practice

Victor Ortiz
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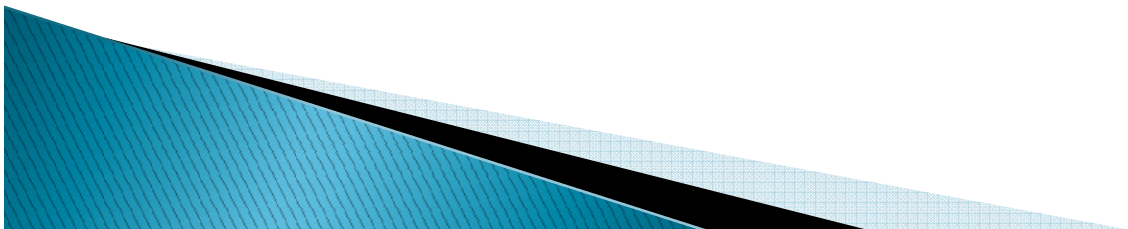
Strategic Plan: Concept

- ▶ Creating buy in, collaboration, and partnerships
- ▶ Mandated in statute; statute also mandated to work with specific stakeholders.
- ▶ To bring partners together, we established various advisory groups.
- ▶ Advisory Group consists of other state agencies
- ▶ Our plan is a collaboration of all of our stakeholder input and includes departmental and agency mission.



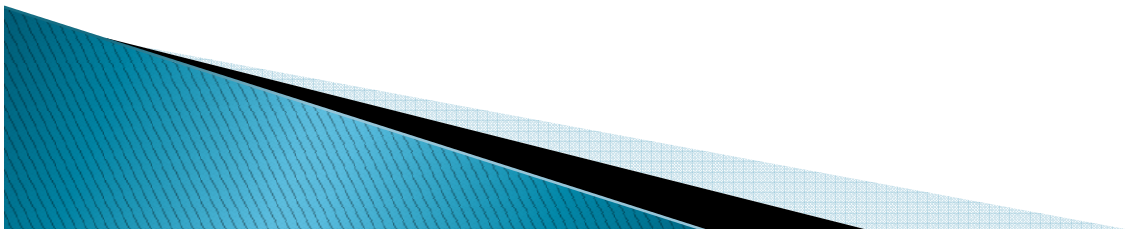
Strategic Plan: Concept

- ▶ Lesson learned in the process of the development of the strategic plan
- Make attainable goals
- Not everyone will be on the same page, be open to ideas and discussion
- Create a “feedback loop”



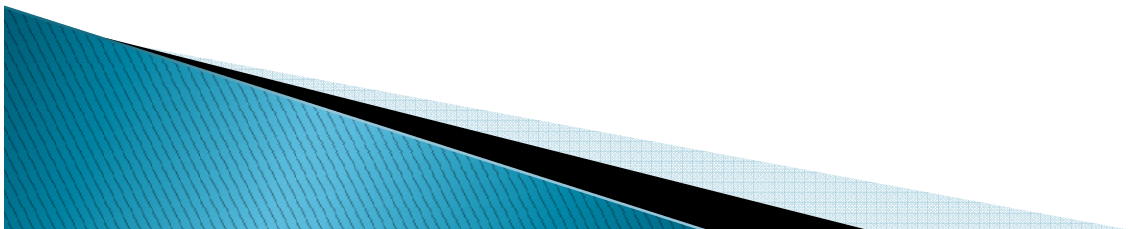
Implementation of the Strategic Plan (Practice)

- ▶ Identifying opportunities
- ▶ Identify resources both inside and outside your department
- ▶ Familiarize yourself with the functions and goals of other departments.
- ▶ Collaborate on surveys to expand resources



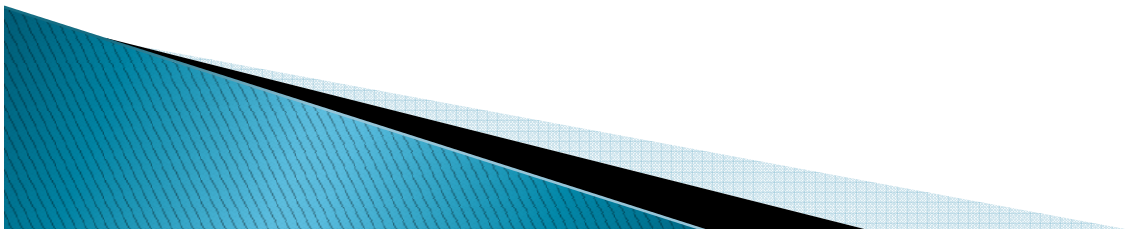
Implementation of the Strategic Plan (Practice)

- ▶ Overcoming challenges
- ▶ Low hanging fruit; celebrate successes on the road to meeting longer term goals
- ▶ Educate



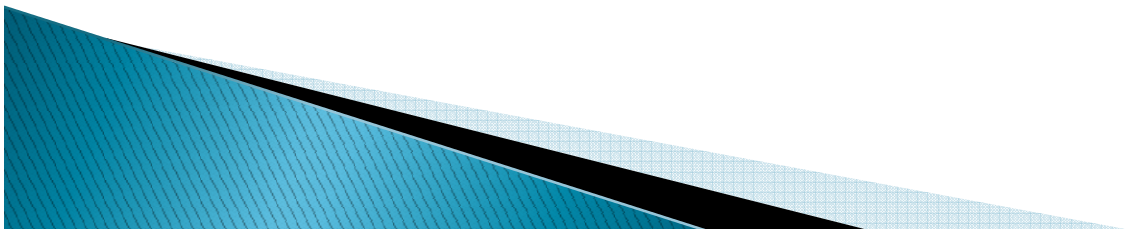
Implementation of the Strategic Plan (Practice)

- ▶ Evaluation and measuring success of the strategic plan
- ▶ Throughout the term of the plan revisit accomplishments and things that still need to be done
- ▶ Report back to your stakeholders; keep them updated and involved in the process
- ▶ Ensure that goals are action oriented and you can measure success



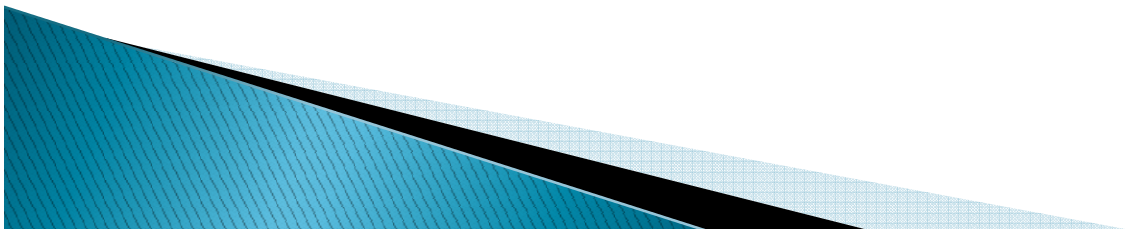
Implementation of the Strategic Plan (Practice)

- ▶ Evaluation—when do you know you have been successful
- ▶ When goals are achieved; big or small



Implementation of the Strategic Plan (Practice)

- ▶ Utilizing outcomes to adjust and improve services
- ▶ Moving forward make sure that you are using all tools (prevention and treatment program outcomes) to work toward goals and establish new goals.
- ▶ Be open to the fact that as you are reaching for a goal you might expand or change the initial goal; be flexible.



Thank You

- ▶ Massachusetts Problem Gambling Strategic Plan
- ▶ <http://www.mass.gov/eohhs/gov/departments/dph/programs/community-health/office-of-problem-gambling-services.html>
- ▶ California Problem Gambling Strategic Plan

