

Salem Strategic Plan

Salem Council Work Session – Agenda

Monday, January 30
5:30 - 7:30 p.m.

Objectives

1. Update Council about the Strategic Planning Process and provide them with an overview of the importance of Purpose Statements.
2. Work with the Council to develop its own purpose statements: Mission, Vision, Values.

Agenda

5:30pm	Agenda Today <ul style="list-style-type: none">- Overview of the agenda for the Work Session	Brian Scott	5 min
5:35pm	Overview of Strategic Planning Process and Update <ul style="list-style-type: none">- Project Update- Importance of Strategic Planning, introduction of the fundamentals	Terry and Alexandra	15 min
5:50pm	Purpose Statements: Mission, Vision, Values <ul style="list-style-type: none">- Deeper dive into these components, including examples from other Strategic Plan efforts- Proposed Direction from Consultant Team	Brian	10 min
6:00pm	Council Discussion on Purpose Statements <ul style="list-style-type: none">- Conversation about the development of purpose statements for the City of Salem	Council / Brian	50 min
6:50pm	Strategic Planning Phase 2 Process <ul style="list-style-type: none">- Summary of the next phase of Strategic Planning including time for Council discussion and input	Terry	20 min
7:10pm	Summary & Next Steps	Brian	10 min
7:20pm	Adjourn		