

LTCO Strategic Planning Process

2011-2012

Update: 11/2/11

The strategic planning process will consist of four meetings carried out over a period of eight months. The strategic planning committee will be composed of LTCO board and staff members.

- First meeting to be held on December 14, 2011 with only the SP committee present. We will map out the process and finalize which topic areas will be covered for the Environmental Scan*. (2 hour meeting). Following the meeting a SWOT (Strengths, Weaknesses, Opportunities, Threats) survey will be sent to the entire LTCO board and staff.
- The Environmental Scan* will be conducted as interviews with the Regional Ombudsman Program Directors (11) and the Area Agency on Aging Directors (8) where there are LTCO programs embedded, plus the CEOs of the remaining three organizations that house their local ombudsman program. LTCO will have a full-time intern over the year-end who will be assigned the task of conducting the telephone interviews and compiling the responses. This task is to be completed by mid-January, 2012.
- The Perceptual Analysis will also be conducted in early January through an electronic survey process. This short questionnaire will be sent to all board members, staff and volunteers, plus a yet-to-be determined group of funders, foundations, banks, and donors, plus related community organizations. The survey may also be sent (with revised questions) to long term care providers. The data will be returned and compiled by the end of January 2012. Questions will focus on the individual's/organizations relationship with LTCO, their understanding of our mission and services, and opportunities for collaborations.
- Second meeting to be held February 15, 2012 with the SP committee and identified stakeholders present. [Possible stakeholders: WRAAA, PSA 10B, Saint Luke's Foundation, United Way, Hospice of the Western Reserve, LEAP, Eliza Bryant Village]. We will discuss findings from the Environmental Scan (report sent to board, staff and committee prior to meeting), and review compiled responses from the SWOT analysis survey. (2 hour meeting)
- Third meeting to be held April 18, 2012 with only the SP committee present. We will identify and prioritize critical issues derived from information in the SWOT analysis. The issues identified at this meeting will be the focus of the final strategic plan. (2 – 2.5 hour meeting/Dr. Yankey as facilitator). The results of the meeting will be sent to the SP Committee for review.
- Fourth meeting to be held June 16, 2012 with only the SP committee present. We will map goals and strategies to address the critical issues identified in the previous meeting. The goals and strategies agreed upon in this meeting will be the roadmap for the direction of LTCO, and a successful strategic plan for our organization. (1/2 day retreat)
- A draft of the plan will be presented to the entire board at the July 18th Board meeting. (2 hour meeting)

*An environmental scan examines the external context of an organization that could present challenges or opportunities for the organization in the future, and may require a response through the strategic plan. The scan is secondary data research that covers external trends significant to an organization, and is based on information not older than two years. The environmental scan is crucial in conducting the SWOT (strengths, weaknesses, opportunities and threats) analysis, and in identifying major strategic issues that will be in the core of the strategic plan. The ten traditional areas of research are listed below; subareas within each topic may be suggested. *Example: Area: Demographic, Sub area: Trend of unemployment in NE Ohio in the last two years.*

AREA

Industry Specific
Programs and Services
Economic
Social
Demographic

Volunteerism
Political
Legal
Technological
Fundraising