PHMDC 2024 – 2029 STRATEGIC PLANNING

2023

Public Health
MADISON & DANE COUNTY
Healthy people. Healthy places.

STRATEGIC PLANNING OVERVIEW

CONTEXT and HISTORY

REVIEW PRIORITY AREAS and GOALS

NEXT STEPS
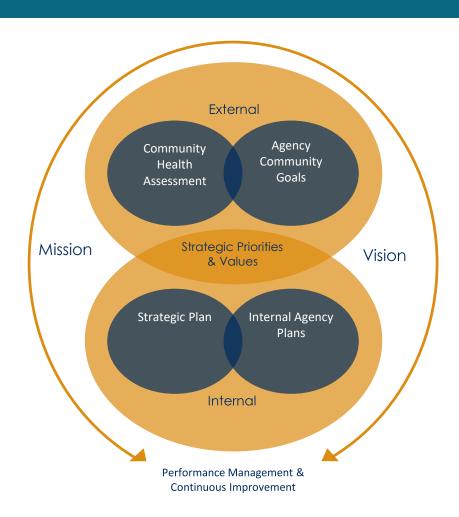
About Strategic Planning

A strategic plan sets forth what an organization plans to achieve, how it will achieve it and how it will know if it has achieved it.

Strategic planning is important for organizations and helps us:
- Get clear direction
- Allocate resources
- Adapt to change
- Create a framework for decision making
- Foster alignment and employee engagement
- Stay accountable to our performance

Upcoming Areas of Work

- PHMDC is moving forward to define and align our department goals as well as maximizing future potential and opportunities

- The agency initiatives and change that we are focusing on are interconnected and reinforcing of each other

- All of these activities are in alignment with what national accreditation calls for us to do

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Context and History

In 2019 many staff at PHMDC participated in a Systems Thinking process that resulted in a robust framework including ten agency strategic objectives.

This work paused due to the COVID-19 Pandemic.

In 2022, a small group of PHMDC staff worked to narrow and combine like objectives based on the previous work in 2019. This resulted in four objectives.

The group moved forward and named lead staff to begin developing objectives, measures, targets and actions (OMTA) for the four selected objectives.

Our Process in 2023

July – Staff engagement sessions and survey
August – Data analysis and objective setting, survey to staff

September – BOH presentation and feedback, drafting the Strategic Plan and naming the Monitoring Work Group
October – Approval of the Strategic Plan
November – Communication and release of Strategic Plan

2024 – 2029 – Implementation/Monitoring of the Strategic Plan

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Priority Area 1: Workforce Development and Workplace Culture

Potential Goals and Objectives:

- Standardize the way we recruit, hire, onboard and train staff
  - Generate a Workforce Development Policy that outlines the way we recruit, hire, onboard and train staff
- Foster employee development strategies that will prepare them for leadership or promotional opportunities
- Support venues for PHMDC staff to connect, learn and reduce silos outside of teams/divisions
- Implement methods to encourage work/life balance and avoid burnout
- Increase diversity in recruitment, hiring, and retention aiming to be representative of the community we serve

Priority Area 2: Organizational Performance, Internal Communications and Collaboration

Potential Goals and Objectives:

- Improve the agency-wide policy and procedure system
- Explore solutions to technology and IT challenges
  - Evaluate and organize the shared drive system
- Implement methods to increase internal communication, collaboration and transparency

Priority Area 3: Community Relationships, Collaboration and Services

Potential Goals and Objectives:

- Increase equitable engagement of our community in our work
  - Develop an equitable and consistent department wide model for engaging community in our work
  - Foster methods for gathering community and client feedback
  - Explore additional ways to engage community and clients in decision making processes
- Better our internal, cross-departmental coordination when working with external partners
- Maximize and improve service delivery
  - Explore and pursue clinic-based technological advances such as a standard booking system for clinic appointments and electronic health records
  - Develop opportunities for cross-service delivery collaboration

Priority Area 4: Emerging and Innovating on Public Health Issues

Potential Goals and Objectives:

- Build capacity to address emerging public health issues
- Plan for and adapt health department services to changing demographics and community needs
  - Address demographic/population change, service coverage/reach and language access
- Explore innovative and flexible funding models that support emerging public health issues

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NEXT STEPS

Gathering Feedback

Drafting plan

Establishing Monitoring Work Group

Launching Strategic Plan!!