



Strategic Planning Process & Framework



Deliverables

Deliverables	Descriptions
Research & Input	Survey of Members (online, SurveyMonkey) Up to 4 Focus Groups via Zoom Meetings with NC LIVE staff, board and committees
3-Year Strategic Plan	Develop a comprehensive plan based on NC LIVE 's Strategic Plan priorities. Plan will include: <ul style="list-style-type: none"> • Introduction • Stakeholder Feedback Summary • Goal(s) • Objectives • Strategies & Tactics • Key Metrics in a Data Dashboard

Timeline

Activity	Timing
Kickoff (Meetings, Data Gathering)	February 2022
Research & Input (Survey, Meetings, Focus Groups)	March-April 2022
Strategic Plan Outline & First Draft	May 2022
Creation of Strategic Plan Final Draft and Dashboard	June-July 2022
Wrap-up and Evaluation	July-August 2022