

Strategic Planning Process & Framework

Review Existing
Priorities

Conduct
Environmental Scan
Gather Stakeholder
Input
Research Industry
Trends & Best
Practices

Create Goals &
Objectives
Identify Key Metrics
Develop Strategies
& Tactics
Establish
Accountabilities

Create Shareable
Plan
Communicate to
Stakeholders
Establish Reporting
Cadence

Review Key Metrics
Report Back on
Progress
Use Evaluation to
Refine Plan

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:
	 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

