

Tactical Planning Session Agenda – December 14, 2004

1:00 p.m. Please sit at a table marked for the Strategic Objective that most interests you Welcome: Moises Gallegos, Deputy Human Services Director

Participant Introductions

Big Picture: Where we've been, and where we're going; Overview of today's Agenda: Phillip Blackerby

Review lists of strategies, and pick:

- Top 3 in terms of impact on achieving the related Goal
- One "low hanging fruit" (can be accomplished in 6 months or less, with no significant new resources required)

Training: How to Write Tactical Objectives: Phillip Blackerby

Write Tactical Objectives for the top 3 strategies and one "low hanging fruit"

Report to larger group

Break

Complete Implementation Planning Form

Create three workgroups:

- Communication Planning
- Project Tracking and Reporting
- Timeline Management

Communications Planning | Project Tracking, Rptg. | Timeline Management

Report to larger group

Session evaluation

5:00 p.m. Adjourn



Facilitator Role

Like to be involved but avoid having a stake in it
Conceptual/teaching, i.e. problem solving processes, etc.
Coaching (looking at things a different way)
Process observations
Confidential listener
Making the implicit explicit
Facilitate to the ground rules
Ask stupid questions

Ground Rules

Participate in the process, i.e. get your own voice heard
One voice at a time
Speak for yourself
Tell the truth but with respect, i.e. be candid.
Truth above harmony
Confidentiality
No side bars
Discussion not debate—use active listening skills
No lobbying
Stay on track
There is no right or wrong, it is just the way you see it from your perspective
Ask stupid questions



City of Phoenix

Community Services Division Strategic Plan 2007

Plan-to-Plan

Phase 1 Plan-to-Plan	Create project timeline Create monitoring web site	May 11-19
Phase 2 Environmental Scan (Gather information)	Review and analyze documents: • Internal employee surveys, 2001-03 • Community Services Committee Survey • Human Services Dept. 2003-04 Operating Budget • Human Services Dept. 2004-05 Draft Budget • Service Delivery Model • Internal communications • Brochures and marketing materials	May 12-24
Phase 3 Focus Groups (Gather information)	 Four facilitated focus groups: Community Services Division senior staff Service delivery employees (group A) Service delivery employees (group B) Community Services Division Executive Mgmt. 	May 26 May 26 May 26 May 27
Phase 4 Strategic Planning Team (Make decisions)	Two-day facilitated strategic planning retreat:Mission and issuesGoals and objectives	June 29 June 30
Phase 5 Communications	 Draft Strategic Plan Final Strategic Plan and Year 1 Action Plan Other communications activities 	July 14 August 5 June 30 (plan)
Phase 6 Implementation	Implementation Selection & training for Strategic Work Groups Quarterly update reports Strategic plan adjustment meetings	Jul./04-Jun./07 Jul./04 Sep./04 qtrly. Dec./04-07 ann.



Statement:

Human Services Department provides comprehensive social services to improve the quality of life of Phoenix residents.

Vision:

Excellence in Human Services – We Make Phoenix Better!

Core Values:

- Respect
- Trust
- Teamwork
- Work Ethic/Professionalism
- Customer Driven

Strategic Choices:

HSD will use technology to facilitate the achievements of the strategic goals "Technology achieves strategic goals"

HSD is a nationally recognized model for "best practices" "Model Best Practices"

HSD is committed to developing its workforce "Develops workforce"

HSD is committed to allocate resources to implement key strategies "Allocate resources, implement key strategies"

HSD is committed to promoting effective communication and collaboration "Effective communication and collaboration"

HSD is committed to providing customer services in a seamless integrated environment "Customer service, seamless and integrate



¹ 2002 Strategic Planning, January 22-24, 2002.

Project Timeline

Phase 1: Plan-to-Plan	
Create Project timeline	May 11-19, 2004
Create monitoring web site	1.147 11 17, 200 .
Phase 2 Environmental Scan	
Review and analyze documents	May 12-24
Phase 3 Focus Groups	1147 12 2 1
Four facilitated focus groups	May 26-27
Phase 4 Strategic Planning Team	
Two-day facilitated Strategic Planning Retreat:	June 29-30
Mission and Issues	
Goals and Objectives	
Meet with CSD Management Team	August 3
Half-day facilitated Strategic Planning Team meeting:	August 13
Categorize Goals	
Re-write Strategic Objectives	
• Integrate current activities in Strategies list	
Product: CSD Strategic Plan 2007	
Half-day All-Staff meeting:	October 8
Review Goals and Objectives with All Staff	
Brainstorm ideas for Strategies	
Meet with CSD Management	October 21
Meet with CSD Management Team	December 1
Half-day facilitated Tactical Planning Session	December 14
• Product: CSD First Year Action Plan FY 2004-2005 (with	
Implementation Plans and Communications Plan)	
CSD Management Team reviews Strategic Plan:	
 Revises consistent with available resources 	
Revises consistent with City, Department policy	
Phase 5 Communications	
CSD Management Team presents Strategic Plan and First Year Action Plan	
to HSD Management	
CSD Management receives feedback from HSD Management	
CSD Management Team reports final Strategic Plan and First Year Action	
Plan to Strategic Planning Team	
Strategic Planning Team reports final Strategic Plan and First Year Action	
Plan to All Staff	
Phase 6 Implementation	
Implementation State of the Control	
Selection & training for Strategic Work Groups	
Quarterly update reports Strategic Plan adjustment meetings	



CSD Strategies Developed August 13, 2004 Strategic Planning 2007 Follow-up Session 1

I. Program Development: What we will do...

Goal 1. To increase CSD's capacity to promote effective community-based services

Strategic Objective 1.1. To implement at least 7 community initiatives with desired outcomes by June 2006.

Current activities

- Citywide Food Security Council
- NSD collaboration (phone call)
- Food Security outreach
- CAP Plan modifications

Most impact

- Food Security Outreach
- Develop COP Food Policy Council
- Community Council Strategic Planning / Needs Assessment
- ID community needs
- Community focus groups, include FBO's and CBO's
- ID existing community needs assessments
- Financial literacy
- EITC
- CHP Plan modification
- Food Stamp awareness
- Identify partnerships.
- Measurement tool

Low hanging

- Need additional CI staff
- ID community needs
- ID outcomes
- Meet with NSD, Housing, Parks, and Mayor's office
- Obtain in kind contributions from graphic designer
- ID church partners/Faith Based Orgs
- Develop food security task force



Other ideas

- Identify CSD/HSD service gaps
- Identify initiative partnerships
- Broaden and increase coalitions
- Build collaborations
- Network
- Private sector
- Outreach team
- Recruitment effort
- Volunteer
- Research best practices
- Explore outside: other states' resources
- Consider levels of service plans based on accomplishment of goals
- Voc rehab
- Classes in centers
- Training to community
- Teach community to advocate for themselves
- Implement financial literacy programs
- Identify new EITC tax prep sites
- Add financial literacy to Centers
- WOSP should be year-round
- Create Center Advisory Boards with schools, churches, police, etc.
- Mental Health Providers
- Child care coops

- Life skills
- Diet and nutrition
- Partnership with COP Housing, Police, NSD
- Partner with drug and alcohol programs top eliminate homelessness
- Mental health
- Veterans homeless program
- Clothing bank
- Community gardens
- Childcare
- Partner with training/employment
- Bring counseling services to centers
- Partner with collaboration goal
- Partner with Value Options
- Purchase housing in partnership with Value Options
- Partner with Veterans Homeless Program
- Assist the disabled
- Coaching & Mentoring
- Celebrate and market successes



Strategic Objective 1.2. To develop and implement a comprehensive CSD plan to address homelessness by June 2007.

Current activities

- Family Transitional Living Center
- 2005-2010 Consolidated Plan (Homeless)/Annual Action Plan/CAPER
- WOSP
- Veteran's Stand Down
- Summer and Winter Respite Programs
- SHP panning, application, contracts
- CDBG/ESG/GPF contracts
- Technical assistance (non-profits who need assistance)
- Coordination (regional planning, annual reporting)
- Low Demand Shelter
- CARE Connection
- Increased Street Outreach

Most impact

- Assess and evaluate current activities and needed activities.
- Develop Homeless Programs Plan to address Contract, Special Projects and Planning and Coordination. (Develop recommendations to management re; what to keep/add/drop)
- Develop a multi-disciplinary team to assist in the assessment.
- Increase homeless contract staff
- Integrate Homeless Program Plan with other CSD activities

Low hanging

- Educate center staff and front desk
- Centers serve homeless needs—need clarity on what is not being provided
- Build stronger relationships with agencies we fund
- Riann should supervise homeless CW's. Fragmented process with service delivery out of centers not consistent

Other ideas

- Separate as specialty program with dedicated staff and resources full time
- Address causes for chronic issues
- Assess/address substance addiction
- Mental health counseling
- COP Channel 11 information to public
- Comprehensive case management with individuals and families

- Educating others about homeless population
- Community councils
- Community activist awareness
- ID activity
- Develop expertise in dealing with homeless family
- Year round, specialized homeless team
- Secure funding for more staff



- More employment programs for the homeless
- Host special events or homeless symposium
- Coaching & mentoring
- Council approval
- More follow up to see what is working
- Collaborations locally
- Involve community center councils
- Delegate staff

- Training
- Advocacy (lobbying)
- Integrate services
- Move into permanent housing only people who achieve basic case plan goals
- Incentives
- Fund raising spokesperson
- Integrate services
- Purchase/upgrade facilities
- Partner with Housing Dept
- Help single adults

II. Process Development: How we will do it...

Goal 2. To provide the structure to help all stakeholders achieve their goals.

Strategic Objective 2.1. To increase number of CSD staff following consistent operational procedures by 75% by January 2006.

Current Activities

• Define Case management model

Most impact

- Define case management
- PMG
- How many are not following?
- Take inventory of what procedures exist
- Analyze & restructure
- Operations and Procedures Manual
- Define clearly what is to be done.
- Communication is Key Information needs to be shared.

Low hanging

- Mystery client evaluation
- Employee recognition
- Staff survey of supervisors

Other ideas

- Monitor for fairness
- Coaching
- Communication
- Consistent and ongoing updates
- Use developed monitoring process
- Incentives
- Mentoring
- Develop measures to ensure operational measures are followed
- Training Formalize and make more intensive (Not just trained by other staff)
- Training for new staff and refresher/ongoing courses
- Surveys
- CWIII meetings
- Consistent Balance & checks within/across the Centers
- Uniformity among Supervisors/Center Managers/Admin



Strategic Objective 2.2. To baseline now and then improve customer satisfaction with the service delivery model by June 2007.

Current activities

- New family services centers
- SMART system
- Phone Intake system
- Make time in lobby more productive

Low hanging fruit

- Phone Intake system
- Monthly meeting
- Seminars
- Educational information on our goals, limits and procedures in Centers *ie* videos in lobbies.

Most impact

- Develop, administer and analyze surveys: baseline and ongoing.
- Monitor new Service Delivery Model/Phone System/etc. Employee feedback
- Make changes based on results
- Conduct staff training based on results including clerical operations
- Community needs assessment
- Revise matrix to be more reflective regarding client outcomes

Other ideas:

- Determine whether financial services provided
- Create a longer term follow up tool
- Satisfaction?
- Satisfaction vs. improvement
- Client focus groups
- Why only clients?
- Community focus groups
- Incentives
- Mystery customers: walk in and phone
- Agency (partners) focus groups
- Citywide department evaluation
- Client Needs Assessment
- Satisfaction with our system vs. what needs they identify
- Evaluate workflow in centers, including clerical
- Identify Employee strenagths

Strategic Objective 2.3. To increase the number of Case Managers who are carrying standard case management caseloads to 80% by June 2006.

Current Activities

• R. Marketing case management

Most impact

- Define Case Management for CSD determine priorities
- Conduct skills gap
- Do staff training focus on general CM model and specific areas (DV, homelessness, mental health, how to engage clients, etc)
- Develop training and monitoring tools
- Make matrix user friendly

Other ideas

- All vs. a number
- Develop marketing strategy as to what we do for clients
- Client focus groups
- Uniform implementation: supervisory practices: refine PMG's
- Weekly management staffing
- Increase 80% to 100%
- Mandatory job specific employee orientation (1 week) prior to assignment
- Check monthly CM log and address/coach
- More outreach and take referrals from other service providers within the Human Service Centers, i.e. Head Start, Salvation Army, AWEE, CASS
- 3 years to begin doing what we already committed to do?
- Mentoring
- Reports and monitoring
- Accountability (PMG)
- Understand and engage staff attitudes
- Clarify job duties
- Onsite mental health specialists
- Cross trains caseworkers on strengths

III. Employee Development: Who will do it...

Goal 3. To increase the application of staff expertise, talents, experience and skills.

Strategic Objective 3.1. To develop core training and ensure that 100% of staff complete the core training by June 2007.

Low hanging fruit

- Identify needs
- Coordinator involvement
- Training and curriculum
- Identify and define core staff training needs
- Develop the content of the core training. Make sure not duplicating with things that at exist (HSU)

Most impact

- Consider a training center for new struggling staff
- Separate case management from financial
- Develop calendar of training

Other ideas

- Build in orientation/training for new staff
- Coaching
- Mentor
- Create classes from waitlists
- Policy/procedure manual
- Location—centralized training
- Mandatory deadlines
- Build in quarterly designated times
- Who will do training
- Curriculum
- Designate 2% of the budget for training
- Determine who will provide/present the staff training.
- Make core training mandatory and develop a system to ensure all staff participate in core as well as refresher training.
- Ensure that core/ongoing training is a priority; afford all staff an opportunity/time to attend training and that adequate training dollars exist.



Strategic Objective 3.2. To ensure that 100% of employees have an opportunity for ongoing staff development by June 2007.

Low hanging

- Onsite education
- In service training
- Identify needs

Most impact

- Increase training funds
- Equal training funds for all staff
- Mentor coaching
- Cross pollinate with outside trainers
- Management/supervisors should support staff development and ensure equitable opportunities as well as time off to attend

Other ideas

- Include on PMG
- Allow time
- Specific education/training tools
- HSU
- Job related
- Credit courses offered through HSU
- No. o hours per three year period
- ID mandatory training
- Educate on what regulations are
- What requirements
- Identify staff training needs and desires
- Make ongoing staff development/training mandatory
- Increase/equalize training dollars so all staff have equal access to training
- Determine who will provide training/staff development
- Management/supervisors should support staff development and ensure equitable opportunities as well as time off to attend
- There should be more flexible training options including outside city opportunities, more locations, and times offered



Goal 4. To ensure uniformity in operational and personnel management guidelines followed by all supervisors.

Strategic Objective 4.1. To achieve 80% uniformity in operational and personnel management guidelines by January 2006, and 100% by June 2007.

Low hanging

- Process personnel issue at center manager and CW III meeting monthly to ensure equity
- Anonymous client evaluations
- Incentives

Most impact

- PMGs
- Complete standard procedures guide/manual.
- Establish Monitoring Tool / Periodic monitoring and random testing to ensure conformity. Hold supervisors accountable for distribution of information.

Other ideas

- Accountability
- Monthly meetings
- Training by HSD Personnel
- Increase to 100%
- Survey staff to identify discrepancies.
- Coaching
- To establish baseline regarding uniformity and consistency.
- Consistent training on procedures.
- Keep staff informed on new changes consistently.
- Supervisors should be appropriately trained. Know the job description & responsibilities of case workers as well as A/R's and City regulations.
- Center Managers/CWIII's discuss how handle personnel issues.
- Staff evaluate their supervisors.
- Staff needs support from both supervisors.
- Equalization of job duties.

Strategic Objective 4.2. To reduce performance issues by 10% by January 2007.

Low hanging

- Determine root of the problem/issues then deal with it
- Improve personnel support
- Labor relations training
- Mentoring
- PMG measurements
- Supervisory training
- Coaching for supervisors to improve morale
- Monitor and ID specific performance measures
- On-going dialogue.
- Use recognition and rewards.
- Support from upper management.

Most impact

- 360 evaluation
- Survey Determine baseline.
- Incentives
- Meetings among supervisory staff re: personnel issues
- Empower supervisors to effectively and consistently resolve employee performance issues.
- Clearly define goals and responsibilities.
- Building "Team Spirit" increasing morale within each center and within the entire division

Other ideas

- Do not allow problem staff transfers from other divisions
- Employee to employee support
- Employee training
- Enforcing rules across the board with all staff.
- Monitor supervisors who favor staff and don't address issues
- Do not social work your staff
- Employee morale team
- Employee recognition
- Specialized training based on current issues.
- Try to resolve issues in-house before asking for personnel assistance.
- Re-evaluate current PMG
- COA's concerns not heard.

Strategic Objective 4.3. To delegate decision making or planning to the appropriate task level for 90% of CSD staff by June 2007.

Low hanging

- Eliminate time wasting by workers seeking approval for trivial matters...unnecessary staffings for rent and utilities
- Trust people that you hire
- Openness

Most impact

- Create standard procedure how to ID the lowest level for staff decisions
- Baseline current decision making: management vs. line staff
- Develop parameters for staff input
- Survey (define) task levels: baseline: ask –start—at lowest level
- Work out decision authority with employees
- Define decision making areas clearly and standardize. Review current decisionmaking process.
- Fair representation of people who carry out and who do the work. Involve them in planning process.
- Have decision-makers observe consequences of their decisions.
 - Work overload prevention on specific multi-tasked employees. Not taking advantage of productive staff.

Other ideas

- Measure for EI
- ID key staff
- Committee process in decisions
- Training
- Community involvement
- Type of complaints to mayor/council/staff
- Start from top down
- Allow time for staff involvement
- Train and educate staff on parameters
- Have supervisory uniform guidelines.
- "Brief" the person in charge as to what's going on prior to supervisor's leaving for the day or for long periods of time.
- Bring all up to appropriate task level (1st), training issue, self-esteem/ability.

Goal 5. To guarantee fair hiring and promotion practices by implementing fair and consistent criteria, and ensuring that City of Phoenix hiring practices are followed.

Strategic Objective 5.1. To increase the level of staff satisfaction to 70% on the employee survey questionnaire related to hiring and promotion opportunities by June 2005.

Low hanging fruit

- Inform staff about current hiring plan/procedures
- Feedback when you don't get a job (honest)
- Promote based on seniority and performance
- Educate hiring panel members on duties of position

Most impact

- Develop employee morale team
- Independent review committee to review all hiring decisions to ensure fairness.
- Remove director's veto power
- Goal: Hire the best qualified candidate

Other ideas

- Independent hiring agency (other city department)
- Should not be based on relationships
- Create annual CSD staff survey
- Eliminate "de facto" affirmative action hiring practices
- Staff accountability for interview improvement
- Define what is the best candidate
- Supervision equal
- Training to enhance job interviewing skills
- Market information
- Bring staff up to date with COP personnel hiring practices
- Train staff on criteria on hiring rules
- Allow supervisory hiring—need to have input
- Focus group --brainstorming
- Community input
- Promote based on merit, PMG and experience
- Train everyone on how to hire the best. Do not limit to just supervisors.
- The process should be fair and open. Show matrix or other hiring criteria
- First panel should be from outside HSD
- No retaliation for expressing opinions
- Hold new hires accountable to perform their new job
- What can management do for a person in their job for 5-7 years?



Tactical Objectives

Definition

A *Tactical Objective* describes an intended output, supporting a strategic objective. It clearly states:

- What you are going to produce
- How many you are going to produce
- By when you are going to produce them

Accomplishing all the tactical objectives leads to achieving the strategic objective.

Tactical Objective Formula

Strategic Objective:

Edit for syntax:

Example:

Strategic Objective: "To ensure that 100% of employees complete core training by June 2007."

Tactical Objective: "To train 40 employees in 'Customer Services Basics' by June 2005."

"To train 40 employees in customer service basics by June 2005"

Change Verbs

- to close
- to create
- to decrease
- to degrade*
- to destroy
- to diminish
- to eliminate
- to empower
- to enhance
- to eradicate
- to guarantee
- to improve
- to increase
- to lower
- to open
- to prevent
- to protect
- to raise
- to reduce
- to solve
- to stop
- •
- •
- •

Process or Product Verbs

- to build
- to benefit
- to communicate
- to deliver
- to give
- to invest
- to process
- to program
- to promulgate
- to provide
- to publish
- to serve
- to submit (trans.)
- to train
- to write
- •
- •
- •

Write Tactical Objectives

Strategic Objective:

Edit for syntax:

Edit for syntax:

Edit for syntax:

Edit for syntax:

Implementation Planning

Definition

An *implementation plan* is a program of action, based around tactical objectives supporting a strategic objective, showing:

- The *performance measure* (how you will know that the objective has been achieved)
- The accountable person (who is responsible for ensuring the tactical objective is achieved)
- The *estimated cost* (include all resources: time, money, expenses, etc.)
- The *time frame* (start date and end date)

Example:

Strategic Objective: "To ensure that 100% of employees complete core training by June 2007."

Tactical Objective: "To train 40 employees in 'Customer Services Basics' by June 2005"

Performance Measure: "Number of employees trained (June 2005)"

Accountable Person: "J. Jamison"

Estimated Costs: "3,200 staff hours, + \$5,000 trainer fee"

Time Frame: Start "March 1, 2005;" End "May 30 2005."



Implementation Planning Worksheet

Strategic Objective:

Tactical Objective	Performance Measure	Accountable Person	Estimated Costs	Time Frame: Start-End



Communications Plan for Strategic Plan



Strategic Planning Team Members

Phyllis Aro-Trejo Esther Atempa Riann Balch Pamela Ball

Steve Baysinger Trang Blanco Julie Bosshart Jacqueline Ciccolo

Lance Craw

Phyllis Crawford Shirley Crawford Tammy Fields

Jane Forino Ernie Foulenfont Moe Gallegos Jessica Gonzalez

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