



City of Phoenix
Senior Services Strategic Plan 2009 – Plan-to-Plan

Phase 1 Plan-to-Plan	Create project timeline Create monitoring web site	Jan. 22-27
Phase 2 Environmental Scan (Gather information)	Review and analyze documents: <ul style="list-style-type: none"> • Internal employee surveys, 2001-03 • Customer satisfaction surveys, 2001-03 • Measuring the Benefits of Senior/Adult Centers (ASU West, R. Gitelson and others) • Human Services Dept. 2003-04 Operating Budget 	Jan. 15-Feb. 9
Phase 3 Focus Groups (Gather information)	Eight facilitated focus groups: <ul style="list-style-type: none"> • Senior Services Committee • Community leadership • Clients • Senior Center leadership • Social services providers • Volunteers & Companions • Transportation & food service workers • Senior Services Division senior staff 	Feb. 11 Feb. 23 Feb. 23 Feb. 23 Feb. 24 Feb. 24 Feb. 24 Feb. 25
Phase 4 Strategic Planning Team (Make decisions)	Three 1-day facilitated working meetings: <ul style="list-style-type: none"> • Envisioning the future state • Establishing strategic outcomes • Implementation Planning 	Mar. 5 Apr. 2 Apr. 30
Phase 5 Communications	<ul style="list-style-type: none"> • Discuss project at full staff meeting • Strategic Planning Team interim communications <ul style="list-style-type: none"> ♦ Visioning and Outcomes • Strategic Planning Team interim communications <ul style="list-style-type: none"> ♦ Outcomes and Implementation • Strategic Planning Team communications <ul style="list-style-type: none"> ♦ Implementation leadership • Report to management for approval • Final Strategic Plan and Year 1 Action Plan 	Feb. 27 Mar. 8-Apr. 1 Apr. 5-29 May 3 ongoing May 14 Jun. 10
Phase 6 Implementation	Implementation Selection & training for Strategic Work Groups Quarterly update reports Strategic plan adjustment meetings Strategic Work Group rotations	Jul./04-Jun./09 Jul./04 Sep./04 qtrly. Dec./04-09 ann. Jul./05-09 ann.