



Strategic Planning for Sustainability

Creating a Collaborative Team Prepared to Think and Act Strategically to Complete a SAKI Project

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SWOT ANALYSIS

Identify strengths, weaknesses, opportunities, and threats.

SWOT

Strengths

- Commitment to the work
- Expertise
- Transparency

Weaknesses

- Lawsuits
- Turnover
- Waning public interest



SWOT

Opportunities

- Cultural impact
- Law and policy changes
- New standards, protocols

Threats

- Lawsuits
- Complacency
- New backlogs caused by tech advances





STAKEHOLDERS

Identify who you represent and are accountable to, as well as those impacted by the work

STAKEHOLDERS

- Victims
- General public
- Elected officials
- Advocates
- Law enforcement
- Media



ELEMENTS OF A STRATEGIC PLAN

- Vision
- Mission
- Goals
- Objectives
- Strategies
- Tactics
- Timeline/Milestones
- Budget



VISION

- The **vision** is the ideal state, the dream, what you want to accomplish overall. What success looks like.

Example:

Vision *“To successfully complete all necessary testing of kits and/or other evidence , investigate and prosecute all known suspects, provide excellent victim services and by doing so, rebuild public trust as indicated by more reporting of sexual assault and domestic violence.”*

MISSION

- The **mission** is the what and the how

Example:

Mission *“To ensure adequate funds are available to test every kit and/or items of evidence in our inventory suitable for additional forensic testing; investigate and prosecute all viable cases; continue to enhance our victim-centered, trauma-informed, suspect-focused approach; ensure we have adequate numbers of properly trained personnel; and continue to raise awareness and educate the public about the crucial impact of sexual assault and domestic violence on victims and the community..”*

GOAL

A **goal** is a broad, primary outcome

- Victim services/advocacy
- Kit testing
- Investigation
- Prosecution
- Community engagement/education
- Research
- Funding
- Training



GOAL

- Complete all testing necessary to appropriately dispose of all cases



OBJECTIVE

- An **objective** is a measurable step to achieve a strategy

Example:

- Complete testing of 100 of 500 kits in Q4 2019

STRATEGY

- A **strategy** is the approach you take to achieve a goal

Example:

- Identify and pursue grant funding for testing.

TACTIC

A **tactic** is a tool you use in pursuing an objective associated with a strategy

Example:

- Hire a grant manager to

DEVELOPING THE PLAN



PLANNING PROCESS

- Get team buy-in
- Select a facilitator
 - Gather materials, supplies
 - Appoint note taker
- Plan logistics
 - Time/date/location
 - Lunch, refreshments, snacks
- Notify team



PARTICIPANTS

Maximum of 12 including:

- Agency reps
- Site coordinator
- Grant manager
- Research partner



AGENDA

- Welcome
- Project overview
- SWOT Analysis
- Identify Stakeholders
- Goals
- Prioritize goals
- Objectives, strategies, tactics for each goal
- Current, potential funding sources
- Budgeting

BUDGETING

- Testing
- Personnel
- Expert witness testimony
- Travel
- Training
- Victim services



FUNDING

- Agency budgets
- Grants
- Private donations
- Charities
- Foundations
- Community partners

Contact Information



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