



# STRATEGIC PLAN UPDATE

## Process and Milestones



SWOT ANALYSIS



GOALS



STRATEGIES



ACTIONS



ADOPTION



MONITOR

The City Council individually completes a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and reviews with Kelly Associates Management Group.

The City Council holds a special meeting on March 11th to identify overarching goals/priorities.

The City Council reviews measurable objectives at the April 30th Special City Council meeting to achieve the identified goals/priorities.

Specific work plans are created to show timelines and needed resources to complete the identified objectives.

The City Council adopts the newly updated Strategic Plan.

Strategic Plan objectives are monitored to ensure progress.