MIDDLETON STRATEGIC PLAN PROCESS

STEP 1
Project Development

INTERNAL CITY

EXTERNAL COMMUNITY

ACTIVITY 1
Finalize Strategic Planning Activity Outline for the City of Middleton
- Meet with Council to finalize scope
- Establish City Staff Project Team
- Establish project website and communication tools

STEP 2
Vision, Mission, Core Values and Assets & Opportunity Analysis

ACTIVITY 2
Mayor, Common Council & Department Heads Background Interviews

ACTIVITY 3
Potentially establish an Advisory Committee
(mix of public and private leadership)

ACTIVITY 4
Unified Community Vision, Role, and Economic Position
- Asset and Opportunity Analysis
- Regional Role in Central Wisconsin
- Community Values
- Community Visioning and Economic Positioning Framework
- Organizational and Financial Capacity Assessment
- Identify Strategic Partners

VISION PANELS

1. Education	2. Local Businesses & Business Groups	3. Under-represented Communities	4. Community Influencers	5. Community Youth	6. Seniors

- Values Discussion
- Regional Role
- Assets & Opportunities
- Future Needs
- Community Vision

Public Vision Event

STEP 3
Vision & Strategic Framework and Implementation Action Plan

ACTIVITY 5
Strategic Planning Session 1
for Council or Advisory Committee & Department Heads

ACTIVITY 6
Prepare Vision & Strategic Framework
- Vision & Mission Statements
- Key Initiatives & Issues to be Addressed

VISION PANELS

1. Education	2. Local Businesses & Business Groups	3. Under-represented Communities	4. Community Influencers	5. Community Youth	6. Seniors

- Review and Affirm Values and Vision
- Ensure Framework Meaningfully Embodies Values

Public Strategic Framework Event

ACTIVITY 7
Prepare Implementation Action Plan
- Detailed Actions
- Responsible Parties
- Milestones & Measurable Outcomes

ACTIVITY 8
Strategic Planning Session 2
for Council or Advisory Committee & Departments Heads

STEP 4
Final Approval & Implementation

ACTIVITY 9
Prepare Final Reports

ACTIVITY 10
Final Approval
adoption by Common Council

Public Strategic Plan Roll-Out Event

ACTIVITY 11
Implementation
- Quarterly check-ins with City staff
- Council workshop

MONTH 1 | MONTH 3 | MONTH 6 | MONTH 9 | MONTHS 12 - 20