

Points for strategic planning discussion.

Our discussion tonight is about process, not about reviewing or modifying strategic statements.

1. We have 5 strategic focus areas
 - a. Master planning and infrastructure
 - b. Community group involvement and communications
 - c. Water conservation
 - d. Contaminants that affect human health
 - e. Culture change and internal communications
2. We have guiding documents for each of the 5 focus areas
(list contains examples that I quickly assembled – we all have an opportunity to modify the list now)
 - a. Master planning and infrastructure
 - i. Utility master plan
 - ii. Infrastructure management plan
 - iii. Iron and manganese treatment policy
 - b. Community group involvement and communications
 - i. Public participation process SOP
 - ii. External communication plan
 - c. Water conservation
 - i. The water conservation white paper
 - d. Contaminants that affect human health
 - i. Code of Federal Regulations (40CFR141), which includes required monitoring of “unregulated” contaminants
 - ii. 40CFR141 as adopted/modified by the Wisconsin DNR
 - iii. Chlorine and fluoride SOPs for overdose or underdose events
 - e. Culture change and internal communications
 - i. EMA’s strategic plan documents
3. For discussion purposes, propose an annual review of the following items with input as noted:
 - a. Items to review
 - i. Strategic focus area review process
 - ii. Each of the 5 strategic areas and their guiding documents
 - b. Possible inputs for review
 - i. Solicit input from utility employees (includes managers, operators, etc.) and customers?
 - ii. Ask management to provide assessment/measurements of successes and problems encountered?
4. Possible schedule
 - a. Every January
 - i. Review water conservation
 - ii. Review contaminants that affect human health
 - b. Every April
 - i. Review community group involvement and communications
 - ii. Review culture change and internal communications
 - c. Every July
 - i. Review master planning and infrastructure (coincides with capital improvement budgeting?)
 - d. Every October
 - i. Decide if any change is needed to the 5 strategic focus areas
 - ii. Revise the review calendar if changes made to the 5 focus areas