



Yavapai Firewise Strategic Planning Session -

For FY23 – FY25

Agenda

1. Review Prior Plan
2. Mission Statement
3. Vision Statement
4. Values
5. Long-term Goals

6. SWOT Analysis Update
7. One-Year Initiatives
8. Action Planning Process
9. Rollout to Members - Strategy

What is Strategic Planning?

- Process to establish priorities on what we want to accomplish in the future
- Forces us to make choices on what we will do and what we will not do; guides decision-making
- Pulls the entire organization together around a single focus
- Broad outline on where (limited) resources will get allocated
- Helps to ensure success.

“If you fail to plan, then you plan to fail”

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Timeframe for Strategic Plan

- Three-year Plan
- Three-year Goals
- One-year Initiatives/Targets
- Plan is reviewed annually for those items that may need to be updated

ANNUAL REVIEW



Fundamental Questions

- What is our Mission/Purpose?
- What is our Vision and where are we today?
- What are our Long-term Goals and are we there yet?
- How will we close that gap between where we are and where we want to be?(SWOT and Strategic Plan)
- How will we monitor our progress (ongoing review and accountability)

To Describe Who We Are

- Vision Statement
- Mission Statement
- Goals
- Values



Name of Organization → Yavapai Firewise

- Yavapai Firewise as dba and for branding, marketing and name recognition.
- Yavapai Firewise remains on legal documents but not readily seen by the public in most communications

Mission Statement

- Captures the essence of why the organization exists – its purpose
- Explains the basic needs that we fulfill
- Should be brief, to the point and easy to understand
- Conveys the unique nature of the organization and the role it plays that differentiates it from others

Mission Statement

- What is our purpose for existing?
- If someone asked what Yavapai Firewise is for and why join, what should our answer be?



Current Mission Statement

Yavapai Firewise works to reduce wildfire risk in Yavapai County communities through education and joint efforts among neighborhoods and relevant agencies

Vision



-
- The “North Star”
 - Describes the ultimate goal - what success looks like
 - Challenges everyone to reach for something significant – inspires a compelling future
 - Provides a long-term focus for the entire organization
 - Aspirational
 - Clear and understandable

Vision Discussion

- What is our ultimate goal for this organization?
- Aspirational AND Achievable



Current Vision Statement

All Yavapai County communities
safely coexist with wildfire

Core Values



- Every organization should be guided by a set of core values
- Describes the culture or “personality” of the organization (i.e., “who” we are)
- Values are often rooted in ethical themes such as honesty, trust, integrity, respect, fairness
- Values should be applicable to everyone working within and in connection with Yavapai Firewise

Our Values:
“Yavapai Firewise:
Committed Together with **PRIDE**”

1. **Collaborative** – willing and able to work with others
2. **Transparent** – open communications within and between organizations
3. **Professional** – technically competent; working with facts; respectful of others
4. **Reliable** – consistency between word and deed; dependable
5. **Inclusive** – welcoming and open to all members and communities
6. **Dedicated** – committed to the Vision and Mission of the organization
7. **Ethical** – honest, forthright and work with integrity

Long-term Goals (i.e., 3 years)

- Long-term goals are the foundations of putting the strategic plan into action



Long-Term Goals (to be complete by end of FY25)

1. Yavapai Firewise will be fiscally sound with an annual balanced budget

2. Yavapai Firewise will have created and implemented a strategic marketing plan to communicate with wildland/urban interface, communities, expand Firewise sites, engage businesses and recruit Yavapai County residents to engage in initiatives.

3. Yavapai Firewise will have created and implemented effective Firewise educational programs for Firewise sites and residents across Yavapai County which are focused on reducing wildfire risk.

4. Yavapai Firewise is sought after to provide assistance for Firewise Mitigation for Firewise sites and neighborhoods across Yavapai County

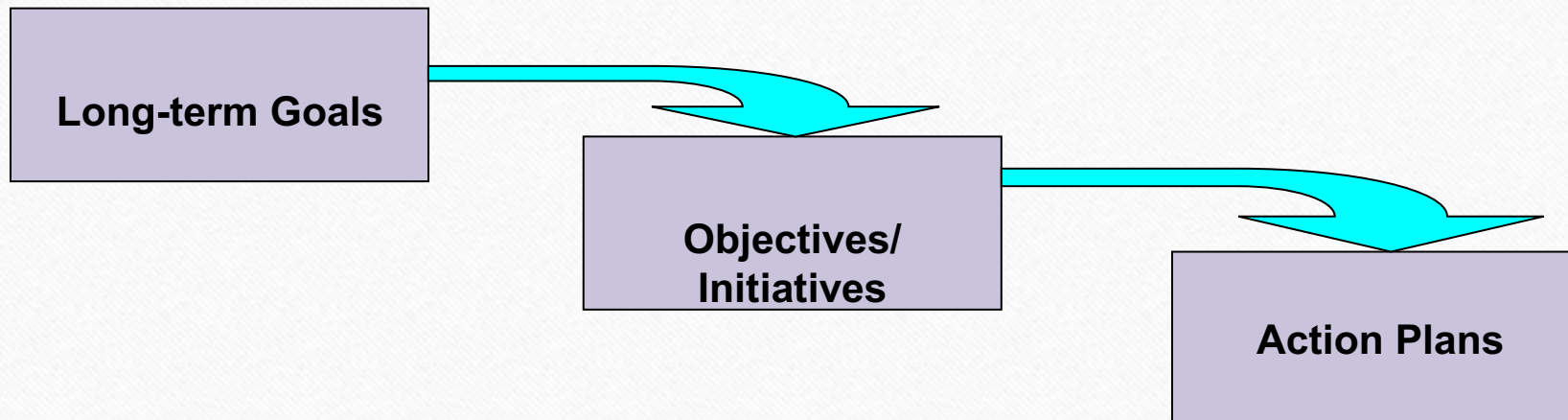
5. Yavapai Firewise effectively communicates information about all county-wide efforts made to reduce wildfire risk.

Short-term Initiatives/Targets

- Directly support achieving the long-term goals
- Drive the organization into action
- Specific enough so we can quantify and measure the results
- Realistic and attainable
- Conveys responsibility and “ownership”

Next Step - Action Plans

- Each Initiative will have a supporting Action Plan(s) attached to it
- Action Plan identifies the **specific steps** that will be taken to achieve the initiatives – where the rubber meets the road
- They describe who does what, when it will be completed, and how the organization knows when steps are completed (measurements)



Characteristics of Action Plans

- **Assign responsibility** for the successful completion of the Action Plan. Who is responsible? What are the roles and responsibilities?
- **Detail all required steps** to achieve the Initiative that the Action Plan is supporting. Where will the actions be taken?
- **Establish a time frame** for the completion of each step. When will we need to take these actions?
- **Establish the resources** required to complete the steps. How much will it take to execute these actions?
- **Determine the deliverables (in measurable terms)** that should result from completion of individual steps. **Define the milestones** of the action plan.

Create Budget Linked to Strategic Plan

- Timing of Strategic Planning should be annual and prior to the budgeting process
- Strategic Plans cannot succeed without people, time, money, and other key resources
- Strategic Plans allow for the prioritizing of limited resources, including financial resources.

What's
Next?

Next Steps

-
- Establish Initiatives for each long-term goal
 - Create Action Plans for Initiatives
 - Establish Budget relative to any financial goals/needs
 - Finish Bylaws to ensure aligned with present strategic vision and mission
 - Set timing for periodic meetings to review progress on the Initiatives
 - Set annual planning process to revisit and extend Strategic Plan to the next year (ongoing three-year plan)
 - Communications to Organization

Yavapai Firewise - Ready to Charge Into the Future!!

