



THE TOWN OF MORINVILLE

Title: Strategic Planning and Management

Policy Number: 196/2008

Approval Date: December 9, 2008

Motion Number: 196/2008

SECTION A

1.0 Policy Purpose

The purpose of this policy is to:

- 1.1 provide a formal strategic planning and management process which the Town of Morinville will use to govern and manage the long term direction and annual planning of the municipality;
- 1.2 ensure consistent and transparent direction-setting and decision-making;
- 1.3 foster internal and external accountability.

2.0 Definitions

- 2.1 **Business Plan:** A 3 year corporate business plan that carries the strategic plan into the departmental levels of the organization. The Business Plan outlines specific timelines, staff and financial implications for the strategic initiatives.
- 2.2 **Operating Plan:** Short-term, 1 year department action plans that describe department priorities and annual activities.
- 2.3 **Strategic Budget:** A long-range (10 year) operating and capital plan; 3 year detailed operating budget.
- 2.4 **Key Strategic Initiatives:** A specific activity or group of actions that will be undertaken to make a strategy a reality. A new initiative or substantive change to existing processes or products.
- 2.5 **Performance Measurement:** Identification and measurement of a set of indicators that monitor progress towards the vision and strategy areas.
- 2.6 **Policy:** The plans, positions, and guidelines of government which influence decisions by that government. Establishes a consistent course of action for the organization.
- 2.7 **Strategic Plan:** A 10-15 year plan that is the foundation for the organization. It sets the long term strategy areas of how the vision will be obtained.
- 2.8 **Strategic Planning:** A formal process, i.e. a set of concepts, procedures and tools that is used to lead an organization from where it is now to where it would like to be in the future. The process ends in the development of a strategic plan.
- 2.9 **Vision:** A long term, broad statement which defines the desired future state of the community.

3.0 Policy Statements

- 3.1 Council and Administration will adhere to an annual strategic planning and management process which includes the following elements:
- vision setting or review;
 - issue identification through internal and external scanning;
 - strategic direction setting;
 - development of a Corporate Business Plan and Department Operational Plans;
 - financial planning;
 - performance measurement and reporting; and
 - a participatory model for stakeholder and public consultation.
- 3.2 Council and Administration policies, priorities, and operating and financial decisions will reflect the strategic direction of the organization.

4.0 Responsibilities

4.1 Council

- 4.1.1 Articulate and communicate the vision for the municipality; ensuring the vision is in line with community needs.
- 4.1.2 Establish key indicators for success.
- 4.1.3 Direct the organization's future through policy and strategic direction.
- 4.1.4 Approval of strategic, corporate and statutory plans.
- 4.1.5 Monitor key strategic initiatives to assess impact of policy and report back to the community.

4.2 Administration


- 4.2.1 Implement council policy.
- 4.2.2 Manage the issue identification, strategy development and plan development processes.
- 4.2.3 Allocate resources according to Council policy.
- 4.2.4 Plan and coordinate day-to-day operations.

SECTION B

1.0 Procedures

- 1.1 Annual strategic planning retreat with Council and Administration;
- 1.2 Quarterly updates to Council on key strategic initiatives;
- 1.3 Monthly executive leadership meetings to coordinate and direct key strategic initiatives.

TOWN OF MORINVILLE



R. Lloyd Bertschi, Mayor



Milad Asdaghi, Chief Administrative Officer