

# STRATEGIC PLANNING MINUTE



April 2025

## WELCOME TO THE GEDCO STRATEGIC PLANNING MINUTE!

The *Strategic Planning Minute* is published quarterly during GEDCO's strategic planning process. Each edition highlights key activity as GEDCO board and staff chart the organization's direction for the future.

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## GEDCO STRATEGIC PLANNING PROGRESS: AT A GLANCE

GEDCO's strategic planning is a three-phased process.

### Phase 1: Planning & Communication

A strong launch and ongoing communication are important for a strategic planning initiative. During January – March, there were a few opportunities to share news about strategic planning progress.

GEDCO Strategic Planning – Quarterly Communication	
Communication	Date
Board Briefing #1	January 27
<i>Strategic Planning Minute</i>	January 21
Board Briefing #2	March 24

### Phase 2: Program Review & Environmental Scan

No activity during the quarter

### Phase 3: Strategic Plan Preparation

#### 3.1 Top-Level Direction

The core team will develop, and submit for board approval, a high-level view of GEDCO's mission, 3 – 5-year priority areas, and a preliminary set of organization-wide objectives and goals.

The Strategic Planning Core Team completed a significant amount of work during the quarter to begin mapping out

the strategic plan. (*Planning Phase 3.1*) In four lengthy meetings, the group arrived at recommended mission statement updates and the start of a 5-year direction. Work on the overall direction included identifying a set of proposed priority areas and accompanying objectives that are focused on GEDCO's impact externally and areas for attention to strengthen the organization.

## WHAT'S COMING?

In April, planning becomes more detailed, as GEDCO teams join in the

#### 3.2 Function-Area Goal Setting

Internal GEDCO groups will identify the projects, services, and internal functions needed to achieve the top-level direction. Each group also will propose goals to advance the top-level direction for core team review and board approval.

planning. Leaders and teams will begin outlining specific, annual goals to accomplish in the various priority areas to help GEDCO accomplish the 5-year direction. Stay tuned for more!