

## OVERVIEW

**Module #3 – Local Strategic Planning** describes the “PLAN” step in the community development process (see box to the right). Strategic planning correlates to a community thinking in a focused way about goals and strategies and how to implement an action plan.

### Who should use this module?

- Any group involved in community and economic development strategic planning.

### How can the information in this module benefit your community?

- Following the planning process in the module effectively involves people both at the leadership level and with the public-at-large. This is a best practice for successful and competitive communities.
- Together with a community assessment, local strategic planning establishes a vision, identifies priorities and lays out a roadmap to implementation and achievement.
- Having community leaders trained in strategic planning creates confidence in the participants of the process.
- Stakeholders, funding sources, and business investors will understand the vision and plan for creating a more competitive community.
- A completed and comprehensive community and economic development strategic plan, with the community’s vision, defines the measurements a community tracks to show trends and accomplishment.
- The vision, when well communicated, gives others a story to tell about where a community is going.

### SUMMARY OF THE COMMUNITY DEVELOPMENT PROCESS

#### ORGANIZE

Organize the group  
Define the mission  
Identify stakeholders

#### ANALYZE

Collect information  
Analyze findings

#### COMMUNICATE

Keep public informed

#### PLAN

Expand organization  
Identify leadership  
Establish a plan  
Create vision  
statement  
Develop strategic plan

#### IMPLEMENT

Begin programs  
Seek early successes

#### EVALUATE

Review and adjust

#### CELEBRATE

Publicly celebrate  
Recognize citizen efforts

#### SUSTAIN

Create new goals