

14th District Agricultural Association

Strategic Planning Community Outreach

Project Rationale

Strategic planning is a common practice for most organizations. An effective strategic plan relies on input from its stakeholders. As a public agency, the 14th DAA stakeholders are community members from many diverse aspects of the surrounding community.

In order to serve the surrounding communities presently and in the future, the 14th DAA seeks public input. In order to maximize public input the 14th DAA will embark upon a community outreach campaign

The 14th DAA, seeks to expand community input in to the goals and objectives of the association. The intent is to reach out to a larger base of the community to ensure strategic planning encompasses the needs of the communities served.

Fair Board Objectives:

- Encourage input from a large, diverse base of stakeholders.
- Be inclusive
- No predetermined outcome.

Necessary Determinations

- What is our universe, i.e. are we limiting our outreach to Santa Cruz County or do we reach out into the communities of Northern Monterey County, San Benito County and Santa Clara County?
- The 14th DAA needs input from the business community, local government, and non-profit organizations as well as the general public.
- How will the board engage other public entities in order to facilitate convenient meeting locations throughout our determined universe?
- Should the board hire a consultant?
- The Board of Directors needs to establish a budget for this project in coordination with the CEO.
- The board should determine the size and diversity of the Project Management Team