

# Public Policy Forum Strategic Planning

GRA Conference - July 26, 2011



# Agenda

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|------|--|---------------|
| I.   | Arrival and Buffet Breakfast   | 7:00 – 7:30   |
| II.  | Review Forum Basics <ul style="list-style-type: none"><li>• Mission</li><li>• Vision</li><li>• Core Values</li><li>• Budget Challenges</li></ul> | 7:30 – 8:15   |
| III. | Establish Research Priorities  | 8:15 – 9:15   |
| IV.  | Review Membership/Development Memo<br>(incl. 100 <sup>th</sup> Anniversary)  | 9:15 – 10:15  |
| V.   | Break  | 10:15 – 10:30 |
| VI.  | Review Staffing Plan/Use of Consultants  | 10:30 – 11:30 |
| VII. | Establish Strategic Objectives & Measurements  | 11:30 – 12:30 |

# Our Mission

We seek, discover and disclose true and accurate information to enhance the effectiveness of government and public policy in southeastern Wisconsin, the state and the nation; and we facilitate public policy discussion and action.

We believe that:

- Government at all levels should be accountable, fair and accessible to all citizens.
- Democracy works best when citizens participate in government based on access to information that is nonpartisan, true, balanced, realistic and accurate.
- Research about public policy must be conducted with rigor and integrity. It begins with questions, not answers.
- Our reputation for independence, integrity, impartiality and accountability is central to our existence and must be fiercely protected.

# Our Vision

Our ~~hope~~ vision is for a southeastern Wisconsin that is socially and economically healthy, and that deals decisively, responsibly and in a timely manner with public issues. We will be the indispensable resource for objective research and analysis to guide and shape public policy. Toward that end, we are committed to:

- **Impartiality.** We provide information about public issues that can be trusted because we follow a rigorous and dispassionate conduct of inquiry in obtaining it.
- **Quality.** We provide accurate and ~~defensible~~ balanced information.
- **Visibility.** We actively disseminate information about public issues in order to educate citizens & media.
- **Leadership.** We help inform ~~new~~ leadership, provide direction for policymakers and assist governments in their efforts to serve citizens.
- **Facilitation.** We convene citizens to stimulate debate about issues and call attention to relevant research.
- **Inclusiveness.** We promote an inclusive atmosphere in public policy by diversifying our leadership, membership and staff with respect to geography, ethnicity, gender and age.
- **Education.** We teach citizens and their public officials about the content of research on policy and how better to use it.
- **Timeliness.** We conduct timely, proactive research that is topical. We respond to important issues as they surface.
- **Advocacy.** We advocate in favor of ethical governance, vigorous debate on policy issues, research-based decision making, rigorous standards for policy discussion, promoting research results and the truthful and appropriate use of public information. We seek to advocate in an impartial, nonpartisan manner ~~do not advocate for any partisan cause.~~

# Research Priorities

ISSUE	COMMENTS
Local Government Finance	Maintain as highest priority & consider regional focus plus emphasis on best practices
K-12 Education	Restore as key priority – community needs Forum’s objective take on MPS & other K-12 issues
Economic Development	Maintain as priority but emphasize relative to public policy, as opposed to general economic development research
Early Childhood Education	Continue to seek research opportunities but also look to fold into general education research agenda
Social Services	Use mental health project and staff expertise to build portfolio in this area
Transportation	Look for transp. research opportunities that tie into local govt. finance and economic development
Parks, Recreation & Culture	Look for parks, rec & culture research opportunities that tie into local govt. finance and economic development
Community Justice	Maintain Milw. & Waukesha community justice council activities & explore opportunities for funded research

# Other Strategic Direction Items

## **Electronic Newsletters/Event Management**

- Purchase new technology package & subscribe to new service

## **New Policy Committees (need Board motion)**

- Opportunity to get more members involved & use member expertise to drive research agenda
- Education, Local Government Finance, Social Services

## **Existing Policy Committees**

- Review composition of Research and Transportation, move some members to new committees

# Other Strategic Direction Items

## **Membership Committee**

- Develop new committee composition based on added emphasis on marketing the Forum
- Reformulated goals will be refined and considered by executive committee at its next meeting
- Seeking new members with membership/development or marketing connections & commitment – please let Rob or Jim know if you're interested

## **100<sup>th</sup> Anniversary Committee**

- Goals for committee will be established by executive committee at its next meeting
- Composition will be determined later this year

# Performance Goals and Indicators

- Executive Committee establishing performance metrics for 2010 and beyond; will be used to assess staff and board performance.
- Metrics likely to focus on key areas of Membership, Finances, Research, Special Events and Communications/PR
- In addition to metrics, specific goals will be set to reflect strategic priorities. For example, efforts to change the Forum's revenue mix would be meshed with establishment of specific revenue objectives.
- Will be further refined at next Executive Committee meeting.



# Performance Goals and Indicators

## Membership

Goal: Attract more new members than we lose and meet or exceed membership revenue budget.

Indicators:

- # of new members
- # of members lost
- Membership revenue

# Performance Goals and Indicators

## **Financial**

Goal: Meet 2010 net budget projection and provide sound stewardship of Forum resources.

### Indicators:

- 2010 budgetary bottom line
- 2010 investment earnings (actual vs. budget)
- # of material weaknesses cited in year-end audit (goal is zero)

# Performance Goals and Indicators

## Research

Goal: Produce plentiful, relevant and high-quality public policy research that helps generate informed and fact-based public policy decision-making.

### Indicators:

- # of research reports published (> or = to 2009)
- # of presentations to elected officials and/or public bodies (> or = to 2009)
- # of presentations to civic groups (> or = to 2009)
- # of public policy improvements linked to PPF research (begin to track in 2010)

# Performance Goals and Indicators

## Special Events

Goal: Organize and hold numerous public policy discussions and briefings that are well attended and provide informative and useful public policy insights for attendees and the general public.

Indicators:

- # of Viewpoint luncheons held ( $>$  or  $=$  to 2009)
- Attendance at Viewpoint luncheons and Salute to Local Government ( $>$  or  $=$  to 2009)
- Net revenue at Viewpoint luncheons and Salute (actual vs. budget)
- # of Viewpoint and Salute sponsors ( $>$  or  $=$  to 2009)
- # of government officials attending Viewpoints (begin to track in 2010)

# Performance Goals and Indicators

## Communications/Public Relations

Goal: Secure substantial media coverage (in multiple forms of media) for Forum research reports and events and increase the visibility of Forum staff as sources of expert public policy commentary.

Indicators:

- # of total media hits (> or = to 2009)
- # of op eds and public affairs radio/TV appearances (at least six)
- # of different media outlets encompassing media hits (begin to track in 2010)
- # of unique web site visits (> or = to 2009)
- # of Milwaukee Talkie blogs (> or = to 2009)