

Strategic Plan

CITY OF MCPHERSON STRATEGY MAP

Strategic Themes:

Health & Safety.

Quality of Life

Economic Growth



Mission: Serving McPherson Today for a Better Tomorrow



Values: We Care about Each Other
We Strive to Make a Difference

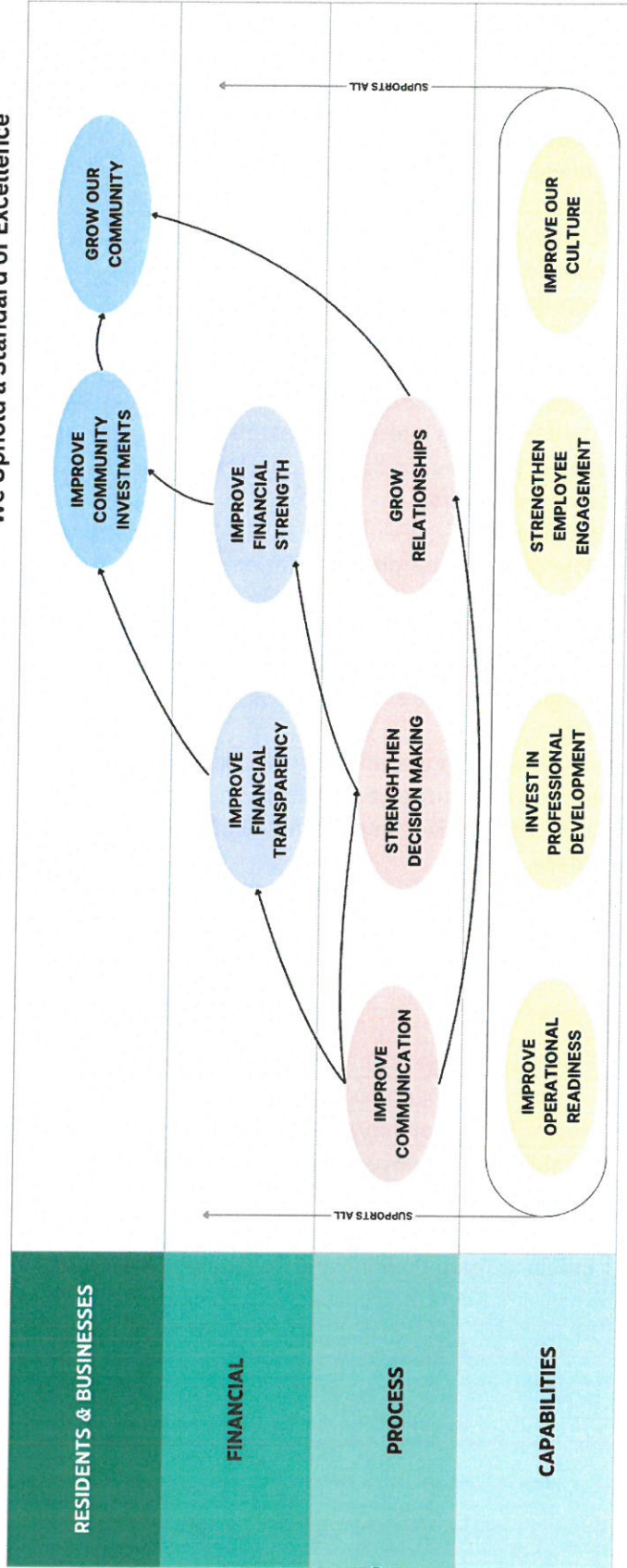


Vision: A Growing Community Everyone Wants to Call Home

We Make Meaningful Connections
We Encourage New Ideas
We Celebrate Success

We Uphold a Standard of Excellence

Perspectives



Read Bottom to Top - If / Then ←

Read Top to Bottom - How / By →



Capabilities Overview

Strategic Objective 1: Improve Operational Readiness.

1. **Definition:** We deliver stable and reliable services in our community through risk mitigation and responsible resource allocation. We are ready to respond.
2. **Intended outcomes:**
 - a. Employees are competent, highly trained and ready.
 - b. Our infrastructure and equipment is well maintained and reliable.
 - c. Our resources are strategically aligned to support our mission.
 - d. Our community is safe.

Strategic Objective 2: Invest in Professional Development.

1. **Definition:** We provide internal and external opportunities to grow as individuals, professionals, and community leaders.
2. **Intended outcomes:**
 - a. Employees are better prepared for new positions, promotions, or leadership roles.
 - b. Increased employee retention and morale.
 - c. The City attracts the best candidates.
 - d. City employees have a more diverse and sharper skill set.
 - e. Increased employee confidence, decision-making ability, and out-of-the box thinking.
 - f. Expanded networking and sharing of information and ideas.
 - g. More knowledgeable, capable employees.

Strategic Objective 3: Strengthen Employee Engagement.

1. **Definition:** Our employees are invested, empowered, and valued. Everyone has a voice and is heard.
2. **Intended outcomes:**
 - a. Increased productivity and collaboration.
 - b. We have meaningful communication.
 - c. We trust each other.
 - d. Employees feel appreciated.
 - e. Improved employee satisfaction.

Strategic Objective 4: Improve our Culture.

1. **Definition:** We provide an inclusive environment where people grow and thrive. We live our core values and hold each other accountable.
2. **Intended outcomes:**
 - a. Employees:
 - i. Actively contribute.
 - ii. Are engaged with each other and leadership.
 - iii. Have meaningful impact within our community.
 - iv. Have a sense of purpose and enjoy their role.

| Objective | Initiative |
|-----------|---|
| 1.1 | Enhance emergency preparedness, planning, and training |
| 2.1 | Invest in training/cross training |
| 2.2 | Normalize leadership/supervisor training and succession planning |
| 3.1 | Establish an Employee Advisory Committee |
| 3.2 | Increase interdepartmental interaction and collaboration |
| 3.3 | Establish recognition and rewards programs to celebrate our people |
| 4.1 | Enhance Team Building and Collaboration Activities through an annual employee-engagement plan |

Process Overview

Strategic Objective 5: Improve Communication

1. **Definition:** We exchange information to foster understanding, empathy and a collaborative environment.
2. **Intended outcomes:**
 - a. Employees are empowered to share their ideas.
 - b. We reduce conflict and strengthen relationships.
 - c. Residents and businesses understand the priorities of the City.

Strategic Objective 7: Grow Relationships

1. **Definition:** We connect with our employees and stakeholders through consistent communication and active engagement. We invest time and resources to develop strong relationships.
2. **Intended outcomes:**
 - a. We reach objectives more easily and improve outcomes of business interactions.
 - b. We strengthen our fiscal well-being through exchanging ideas and resource sharing.
 - c. We cultivate meaningful connections that boost employee engagement, productivity, and customer satisfaction.

Strategic Objective 6: Strengthen Decision Making.

1. **Definition:** We evaluate all information available. We deliver an efficient and collaborative form of local government.
2. **Intended outcomes:**
 - a. Solutions are developed by working together.
 - b. Decisions are timely, based on data, key performance indicators, and intended objectives.
 - c. Everyone understands roles, priorities, and expectations.
 - d. There is openness and respect for varying opinions.
 - e. Decisions mirror the strategic plan.
 - f. We are open-minded and willing to try new things.
 - g. We learn from mistakes.

| Objective | Initiative |
|-----------|--|
| 5.1 | Increase communication across the organizational hierarchy |
| 5.2 | Develop a community engagement program and create a mechanism for citizen/stakeholder feedback/input Upgrade our website and improve channels for public to connect with the city |
| 6.1 | Standardize internal decision-making processes |
| 7.1 | Strengthen relationship within the community <ol style="list-style-type: none"> 1. Community development organizations (MIDC, Chamber, Mainstreet, etc.) 2. McPherson County and corresponding cities 3. USD 418 and Colleges |
| 7.2 | Remodel our front-facing offices to encourage public connection (Parks, City Hall, Cemetery, TCGC, Court, Police Substation) |

Financial Overview

Strategic Objective 8: Improve Financial Transparency.

1. **Definition:** We effectively deliver information and value feedback. Stakeholders understand their investment in our community.
2. **Intended outcomes:**
 - a. Employees understand financial changes and support organizational objectives.
 - b. Employees communicate accurate information.
 - c. Our stakeholders trust that we communicate honestly and act in the best interest of the community.

Strategic Objective 9: Improve Financial Strength.

1. **Definition:** We sustain a healthy financial base that supports the priorities of the community.
2. **Intended outcomes:**
 - a. We have a stable and diversified revenue stream.
 - b. Money is available where it's needed.
 - c. Residents and businesses support community investments.
 - d. We have adequate staffing and resources to provide services.

| Objective | Initiative |
|-----------|--|
| 8.1 | Communicate with the public what tax dollars are doing through a monthly newsletter and social media campaigns |
| 8.2 | Develop financial literacy training for city employees |
| 9.1 | Maintain a shared "Horizon Projects" plan to coordinate future capital investments |
| 9.2 | Strengthen financial planning and forecasting to ensure long-term stability |
| 9.3 | Increase public-private partnerships and philanthropic input |

Residents & Businesses Overview

Strategic Objective 10: Improve Community Investments

1. **Definition:** We have strong infrastructure, desirable amenities, a reputable school and childcare system and meet our housing needs.
2. **Intended outcomes:**
 - a. We provide reliable services.
 - b. We are an attractive and available location for businesses and residents.
 - c. We have sustained growth and meet the needs of our community.
 - d. People are proud of our community.
 - e. Quality education and childcare for all.

Strategic Objective 11: Grow our community.

1. **Definition:** We increase the number of businesses and residents that work and play in our community. We have more trusted partnerships.
2. **Intended outcomes:**
 - a. More people live and work here and are invested in the future of our community.
 - b. Thriving local business.
 - c. We are in a stronger economic position.
 - d. We have a community promoted by our people.

| Objective | Initiative |
|-----------|---|
| 10.1 | Invest in our roads |
| 10.2 | Invest in infrastructure for future growth |
| 10.3 | Invest in public safety infrastructure (including a new police station) |
| 11.1 | Develop housing to support 25K people |
| 11.2 | Encourage local innovation |

| Initiatives | | 2025 | 2026 | 2027 | 2028 | 2029 |
|-------------|--|------|------|------|------|------|
| 1.1 | Enhance emergency preparedness, planning, and training | | | | | |
| 2.1 | Invest in training/cross training | | | | | |
| 2.2 | Normalize leadership/supervisor training and succession planning | | | | | |
| 3.1 | Establish an Employee Advisory Committee | | | | | |
| 3.2 | Increase interdepartmental interaction and collaboration | | | | | |
| 3.3 | Establish recognition and rewards programs to celebrate our people | | | | | |
| 4.1 | Enhance Team Building and Collaboration Activities through an annual employee-engagement plan | | | | | |
| 5.1 | Increase communication across the organizational hierarchy | | | | | |
| | Develop a community engagement program and create a mechanism for citizen/stakeholder feedback/input | | | | | |
| 5.2 | | | | | | |
| 5.2.1 | 1. Upgrade our website and improve channels for public to connect with the city | | | | | |
| 6.1 | Standardize internal decision-making processes | | | | | |
| 7.1 | Strengthen relationship within the community | | | | | |
| 7.1.1 | 1. Community development organizations (MIDC, Chamber, Mainstreet, etc.) | | | | | |
| 7.1.2 | 2. McPherson County and corresponding cities | | | | | |
| 7.1.3 | 3. USD 418 and Colleges | | | | | |
| 7.2 | Remodel our front-facing offices to encourage public connection (Parks, City Hall, Cemetery, TCGC, Court, Police Substation) | | | | | |
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