

# City of College Park Strategic Plan Mission & Vision Revision

## Mayor and Council Worksession

Saturday, September 12, 2020

The Hotel at The University of Maryland  
7777 Baltimore Avenue  
College Park, MD 20740

8:15 AM – 12:45 PM

### AGENDA

Provided by Performance Breakthroughs, Inc.

#### Objectives:

Organizations perform better and are more likely to achieve success when their people and processes are aligned with a great mission and vision for the organization. Strategic planning, implementation, and management is an ongoing process. This session focuses on the beginning stages of strategic planning with the goal of considering the current mission and vision and identifying how to revise them for the future.

#### Agenda: (4.5 hours)

---

**8:15 a.m. – 8:30 a.m.**

**Welcome**

Session Prep  
Room Logistics

---

**8:30 a.m. – 9:15 a.m.**

**Strategic Planning & Management Process Review**

Why is it important?  
How do the pieces fit together?  
How do we play together for success?

---

**9:15 a.m. – 9:25 a.m.**

**Break**

Quick 10-minute break

---

**9:25 p.m. – 10:55 p.m.**

**Mission**

What is a mission?  
Visioning Exercise

---

**10:55 a.m. – 11:05 a.m.**

**Break**

Quick 10-minute break

---

**11:05 a.m. – 12:25 a.m.**

**Vision**

What is a vision?  
Visioning Exercise

---

---

---

**12:25 p.m. – 12:45 p.m.    Next Steps & Finalization**  
Agreement to Finalize Mission & Vision  
Upcoming Sessions

---

---