
2450 Del Paso Road, Suite 105
Sacramento, CA 95834
(916) 575-7170, (916) 575-7292 Fax
www.optometry.ca.gov

To: Board Members **Date:** January 26, 2017

From: Madhu Chawla, OD **Telephone:** (916) 575-7170
Board President

Subject: Agenda Item 3 – Strategic Planning Session – Discussion and Consideration of Strategic Plan

The current [Strategic Plan](#) covers the 2014-2018 timeframe. However, given the significant changes impacting the Board in the last year, the Board recognizes the need to revise its Strategic Plan to better align with the Board’s evolving mission and consumer protection mandate.

The Department of Consumer Affairs (DCA) SOLID Planning Solutions team is assisting the Board with this endeavor. This process included interviewing Board Members prior to the planning session to help shape the framework and agenda. SOLID also facilitated a Board staff focus group and created a survey that was distributed to the Board’s stakeholders. Board Member, stakeholder and staff participation provided valuable input that helps the Board understand how it is doing and where it is headed.

Data collected from the interviews, focus group and electronic survey was combined to compile the Environmental Scan. The Environmental Scan helps the Board identify key issues to address in our next strategic plan.

SOLID will facilitate the Board’s strategic planning session. The SOLID facilitator’s primary goal is to ensure active engagement and productive discussion from everyone involved in the strategic planning process.

Using feedback from the planning session, SOLID will draft a Strategic Plan for the Board’s review, comment, and adoption at a future meeting.