



Strategic Planning

FITAI

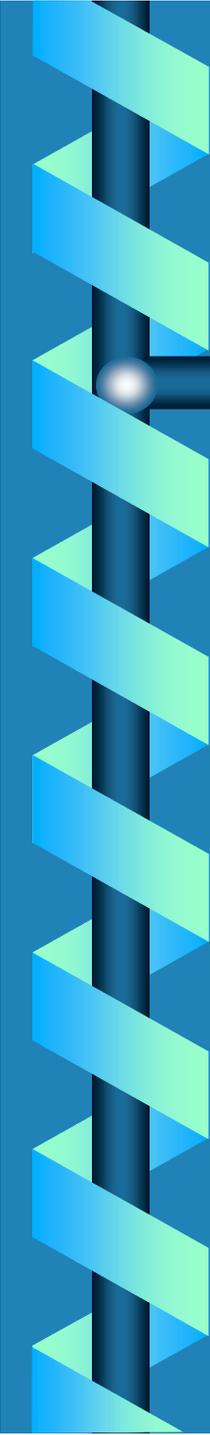
Gettysburg, PA

September 28, 2000



What is it?

- The process that determines where an organization is going over the next year and how it is going to get there



Need to figure out how a Sec. 508 statement can be included in your agency's Strategic Plan—it can be a part of providing service to citizens (ALL CITIZENS!)



Strategic Analysis

- SWOT it!
- Analyze:
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats



Strengths

- Organization culture is “can do”
- Talented IT staff
- CIO & Senior Management support
- Support from others in organization
- Existing teams can be used for 508
- Agency has focus on public service/customer service
- No requests to do more—small agency can react faster



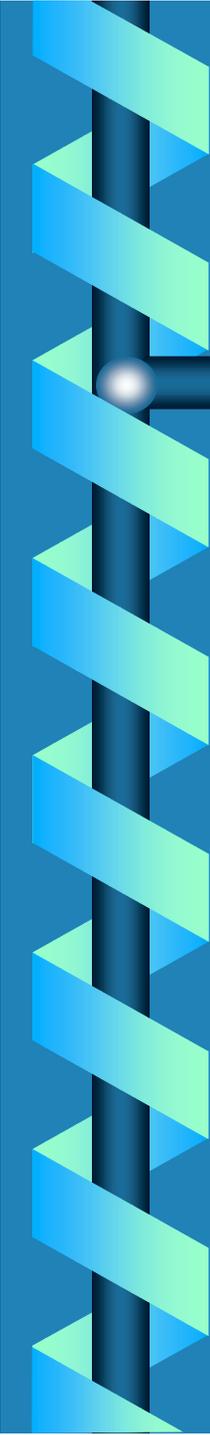
Strengths (continued)

- Central budget for reasonable accommodation
- Significant expertise in assistive technology
- Standards
- Sophisticated central planning process
- Agency values all employees



Weaknesses

- Culture is planning averse
- Lack of awareness
- Attitude that 508 doesn't apply
- Too reactive
- Key people don't understand the needs of persons with disabilities
- Lack of commitment
- Lack of awareness of legislation preceding 508 Amendment



Weaknesses (continued)

- Accessibility of legacy systems
- Late start
- Lack of control (credit card purchases)
- Need to serve international customers with sophisticated equipment
- Difficult to track and measure what's going on



Opportunities

- New CIO
- Emerging governance process
- Sharing with other agencies
- New budget cycle
- Access to an under-used job pool
- Move towards web-based technology
- Election
- GPEA
- Tight labor market
- Aging of America



Threats

- Limited budget and staff
- Political pressure
- Competing priorities
- Rapid technical change
- Resistance to change
- Unknown litigation risks
- Not sure how many persons with disabilities we serve—which disabilities?



Threats (Continued)

- Definition of undue burden is ambiguous as the law
- Paperless work environment

The Goals Grid

Achieve	Avoid
Preserve	Eliminate



Example Format for Strategic Plan

- Mission Statement
- Goal Statement
 - Example—To support Agency compliance with Section 508
- Objectives



Develop Mission Statement

Statements for consideration:

- Our program and services will not present barriers to people with disabilities
- Use of information technology will not limit access to information, program, and services for people with disabilities



Identify Objectives

Statements for consideration

- To have a dedicated, well-trained Section 508 staff with clearly defined roles and responsibilities
- To promote agency-wide awareness, commitment and high level sponsorship of the 508 mission
- To establish policies and procedures to implement Section 508 (including procurement, development and testing)



Sample Objectives (continued)

- To meet established milestones for Section 508
- To support the establishment of a data repository of program management information to track procurements, undue burden, etc.
- To determine baselines and establish performance measurements for 508 accomplishments

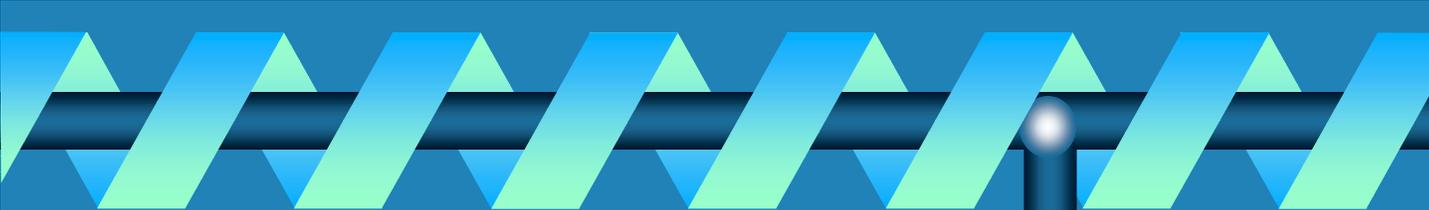


Sample Objectives (Continued)

- To create an intra-agency group to coordinate and resolve accessibility issues



Communicate!



Questions??

