



Village of Winnebago

Strategic Planning Process

Fall/Winter 2024

Updated November 4, 2024

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Stakeholder Focus Groups

- ✓ The ideal size for the focus groups is 12-15 but may be slightly smaller or larger depending on group, approximately 60-90 minutes each.
- ✓ NIU-CGS shared a sample focus group invite template that can be used/modified.
- ✓ NIU-CGS asks Village staff to determine participants and send invitations when dates are confirmed. If available, send list of participants to CGS ahead of focus groups.
- ✓ **Logistical and setup needs for focus groups can be found on [page 4](#).**

- Date/Time: *Tuesday, December 10, 2024*
OR
Wednesday, December 11, 2024
 - Location: *TBD*
- } **HELD**

SUGGESTED Focus Group Schedule:

- ❖ 10:00 a.m. – 11:30 a.m.
Front- and Mid-line Village Staff (*can also be conducted on the same day as leadership interviews and Department Head Prep session, if preferred*)
- ❖ 1:00 p.m. – 2:30 p.m.
Civic/Intergovernmental Institutions (e.g., secular community, non-profits, School District, Library District, etc.)
- ❖ 3:00 p.m. – 4:30 p.m.
Business Community (cross-section of varying size, industry, tenure, etc.)
- ❖ 5:00 – 6:30 p.m.
Invitational Resident (cross-section of residents including diversity in age, gender, race, geography, residential tenure, etc.)

Board of Trustee and Leadership Interviews

- ✓ Interviews for the Village Administrator and Village President are 45-60 minutes each, 30 minutes for each Trustee interview with 15-minute buffer (i.e., 9:00 – 10:00 a.m., 10:15 a.m. – 11:00 a.m., etc.). **CGS is flexible if earlier or later afternoon slots are needed but preference is to keep them within the suggested dates.**
- ✓ NIU-CGS will set up the Microsoft Teams/Zoom link and **Village will share preferred Board emails** (phone call is also an option). **CGS will send an introductory email and share the calendar invites directly with the participants.**
- ✓ New Board members may want an interview, CGS will conduct if so and add an asterisk to appendix of report.
 - Date/Time: January 22, 2024 OR January 23, 2024
 - Location: Virtual, via Microsoft Teams or Zoom, interviews can also be in person if preferred. *If in person, would like to line up for one day if possible.*

SAMPLE SCHEDULE

Name, Title	Email Address/Phone Number	Interview Date/Time	Meeting Link or Location
Joey Dienberg, Village Administrator (60 minutes)	jdienberg@villageofwinnebago.com		
Frank Eubank, Village President (45-60 minutes)			
Board of Trustees (30 minutes each)			
Sally Jo Huggins, Village Clerk			
Adam Lefevre			
<i>Andrew Smith (new Trustee)</i>			
Jason Ackerman			
<i>John Kim (new Trustee)</i>			
Michael McKinnon			
Riley Pitney			

Department Head Interviews

- ✓ Individual interviews with each department head/senior-level staff member. The interviews are an opportunity to hear from each department leader more about their roles, challenges, and priorities. The NIU-CGS staff will also share the agenda for the workshop and discuss the roles and expectations of participants. These interviews should include those who will be at the strategic planning leadership workshop.

Name, Title	Email Address/Phone Number	Interview Date/Time	Meeting Link
Department Head Interviews (30 minutes each)			
Chad Insko, Public Works Director			
Jeff White, Chief of Police			
Dana Novinson, Treasurer			
Kelly Symonds, Deputy Clerk			
Nicholas Haff, Police Sergeant			

Strategic Planning Leadership Workshop

- ✓ **Participants include:** Senior-level leadership/department heads and Board of Trustees.
- ✓ CGS will send a prep packet for workshop participants 7-10 days before workshop.
- ✓ Need 5-6 contact hours, Village preference is full weekday or Saturday option.
- ✓ **Logistical and setup needs for the strategic planning workshop can be found on [page 4](#).**
 - Date/Time: *Wednesday, March 12, 2025*
 OR
 Saturday, March 15, 2025
 - Location: *TBD – Away from main offices, if possible*

Full Weekday OR Saturday Option – PREFERRED

- Setup – 8:30 a.m.
- Start at 9:00 a.m.
- Lunch, approximately 12:00 p.m.
- Finish at approximately 3:00 p.m.

Action Planning Launch

Occurs after the strategic planning workshop and timing is contingent based on the time frame to complete the goal ranking survey process. Participants include: Senior-level leadership/department heads.

- Date/Time: *TBD*
- Location: *Virtual or in-person options available**

Logistics and Setup Needs

Focus Groups

Focus groups can be conducted in person or virtually, via Zoom. For virtual focus groups, the organization will be responsible for identifying focus group participants and coordinating meeting invites. NIU-CGS will set up the virtual meeting link and share with the organization for distribution to participants.

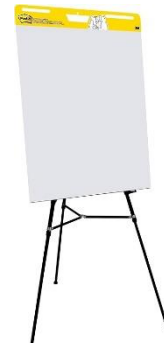
For in-person focus groups, the organization will be responsible for securing a location, identifying focus group participants, and coordinating meeting invites. The setup and materials needed for in-person focus group sessions are listed below.

➤ **Setup Needs**

- Light refreshments provided by the organization
- U-shape setup

➤ **Supplies Needed**

- Two sturdy flip chart easels
- Two to three 3-M **sticky** large flip chart paper pads
- A box of fresh markers (colored and black are good)
- Sheets of light card stock that can be used for name tents/plates



3-M Sticky, 25 in. x 30 in., White, 30 Sheets/Pad

Leadership Interviews

The interviews with the Village's leadership will be held virtually via Microsoft Teams or Zoom unless otherwise noted or preferred. NIU-CGS will set up the virtual meeting link and/or ask for the preferred phone number or email address for interviewees. CGS will share the link to each individual interviewee or other designated staff to share with the interviewees and update the schedule above to show all confirmed components. If in person, CGS will work with Village to determine location and logistics.

Strategic Planning Leadership Workshop

The organization will be responsible for securing an off-site location that can accommodate all workshop participants, including project facilitators, for a large group session and two to three breakout rooms or spaces.

➤ **Setup Needs**

- Breakfast/lunch/and/or dinner and other refreshments provided by the organization
- U-shape setup
- Two to three breakout rooms
- The location will need to have technological capabilities (Power Point, computer, projector)



U-Shape Setup

➤ **Supplies Needed**

- Two sturdy flip chart easels
- Two to three 3-M **sticky** large flip chart paper pads
- A box of fresh markers (colored and black are good)
- Sheets of light card stock that can be used for name tents/plates

Action Planning

This session includes the organization's administrative leadership, lasts approximately one and a half to two hours, and can be held virtually or at the organization's administrative office. In-person setup needs are a U-shape with CGS facilitators using a computer and screen to capture the action planning conversation in real time.

➤ Setup and Supply Needs

- U-shape setup
- Computer, projector, screen, and Power Point capabilities

Additional Notes:

The organization will be responsible for securing and reviewing meeting sites with the NIU-CGS project team. The organization will coordinate with NIU-CGS all notices, invitations, postings, room setups, and refreshments for all workshops and project sessions. The organization will also be responsible for reviewing, securing, and directly covering any costs for facilities and refreshments, including technology or equipment, supplies and/or other ancillary logistical items.

***The Village should check with its legal counsel to make sure all meeting postings are consistent with any Open Meetings Act procedures.**