

IOWA FINANCE AUTHORITY & IOWA COUNCIL ON HOMELESSNESS
STRATEGIC PLAN

MARCH 19, 2021

Kick-Off



BRONNER WELCOME | INTRODUCTIONS

WITH US TODAY

- Don Davis | Engagement Director
- Lauren Ricci | Project Manager
- Kaitlin Homan | Consultant
- Louis Makarewicz | Consultant

OUR GOALS

- Overview of the BRONNER Team
- Establish Engagement Objectives
- Review Strategic Planning Framework
- Examine Project Approach
- Discuss Project Timeline
- Identify Next Steps

ABOUT BRONNER



“We are unique in the marketplace. BRONNER’s multi-disciplined team of experts combines the technical skills to diagnose public sector challenges with the necessary experience to design and implement lasting solutions.”

*Gila J. Bronner, CPA
President & Chief Executive Officer*

WHO WE ARE

- National multi-disciplined, professional services company
- Established in 1987
- Dedicated exclusively to the public sector
- Delivers management and technology consulting, workforce training, and assurance services

OUR SERVICES

- Strategy development and execution
- Transformation and effectiveness
- Accountability and transparency

WHO WE SERVE

- Housing
- Non-Profit Organizations
- Federal Government
- State Government
- Local Government
- Transportation
- Education
- Special Districts

BRONNER STRATEGIC PLANNING CLIENTS

Housing and Homelessness Strategic Plan Experience

Chicago Coalition for the Homeless	Housing Authority of the City of Los Angeles
Atlanta Housing Authority	Housing Authority of the City of Milwaukee
Chicago Department of Housing	Indianapolis Housing Authority
Chicago Housing Authority	Jersey City Housing Authority
Cuyahoga Metropolitan Housing Authority	Lucas Metropolitan Housing Authority
Detroit Housing Commission	New Bedford Housing Authority
Fort Worth Housing Solutions	Newark Housing Authority
Housing Authority of County of Santa Clara	Omaha Housing Authority
Housing Authority of the Birmingham District	Housing Authority of the City of Providence
Housing Authority of the City of Baltimore	Rochester Housing Authority
Housing Authority of the City of Brownsville	San Francisco Housing Authority
Housing Authority of the City of Daytona Beach	St. Louis Housing Authority

BRONNER STRATEGIC PLANNING CLIENTS

State Government

- Illinois Commerce Commission
- Illinois Student Assistance Commission
- Illinois Department of Insurance
- Illinois Gaming Board
- Indiana Family and Social Services Administration
- Georgia Department of Audits and Accounts
- Georgia Office of Planning and Budget
- Massachusetts Department of Public Health
- New Mexico Department of Veterans Service

Local Government

- City of Boston
- City of Los Angeles Department of Finance
- Lake County, IL

Education

- University of Illinois Procurement Diversity
- University of Pennsylvania School
- School District of Philadelphia

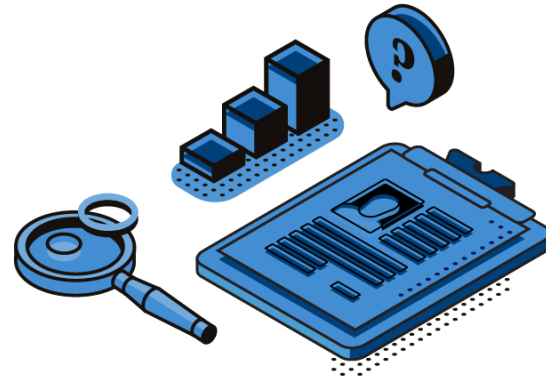
Federal Government

- U.S. Dept. of HUD Public and Indian Housing
- U.S. Department of Interior, Bureau of Indian Affairs
- U.S. Small Business Administration, Central United States Earthquake Consortium

ENGAGEMENT OBJECTIVES

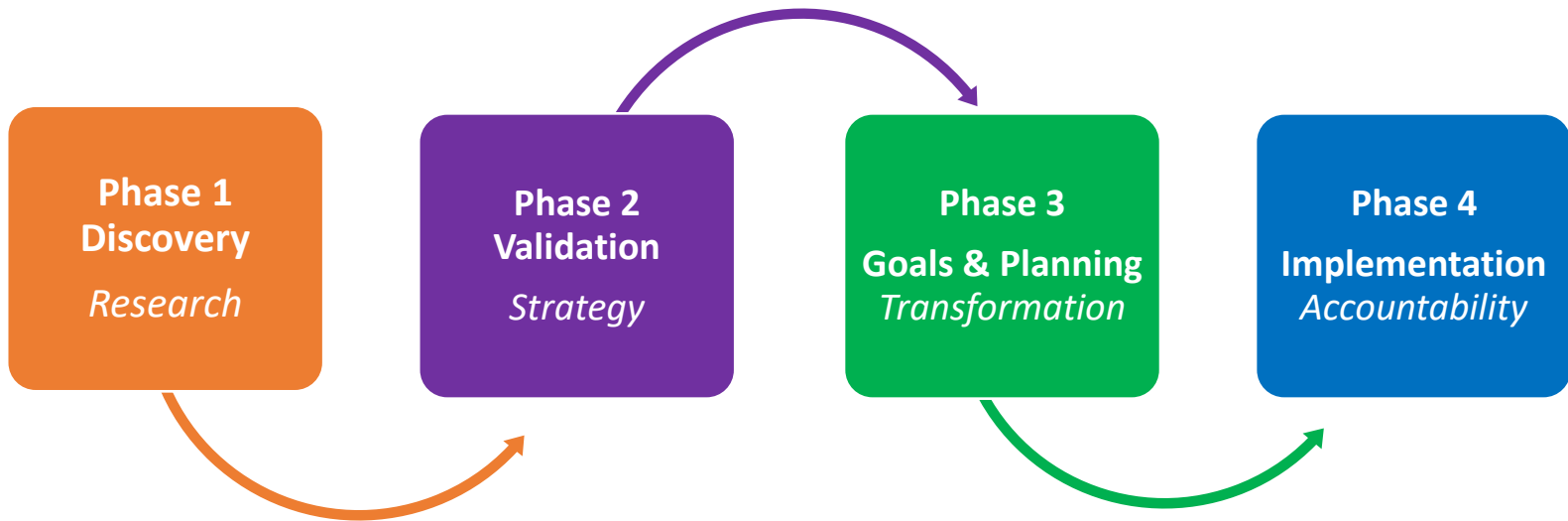
WHAT SPECIFIC OUTCOMES DOES IFA SEEK TO ACHIEVE?

- Strategic Plan for the Iowa Council on Homelessness
- Inclusive process with input from internal and external stakeholders
- Holistic engagement through research, surveys, interviews, and working groups
- Actionable recommendations for implementation of Strategic Plan goals



BRONNER APPROACH

FOUR PHASE PROCESS

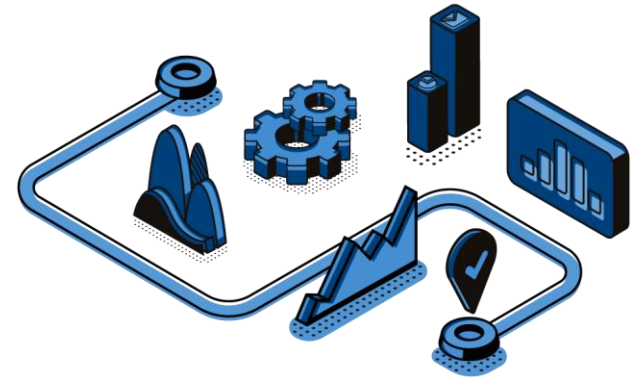


PHASE 1: DISCOVERY

- Obtain and review existing documents and data
- Assess relevance of the Council's current Vision and Mission statement materials
- Develop Stakeholder Outreach and Engagement Plan
- Develop and administer surveys, interviews, and focus groups with stakeholders:
 - Employees
 - Partner organizations
 - Service providers
 - Additional targeted groups identified with project team liaisons
- Conduct Vision Setting Retreat
- Compile analysis and findings into an evaluative report and present to IFA and Council leadership

PHASE 2: RESEARCH AND VALIDATION

- **Benchmark** Discovery Phase themes and research against industry trends, services, and practices to better inform the strategic vision and direction of the Council
- **Discuss** the Current State Assessment based on findings from the Discovery Phase
- **Report** on research and trends to the Finance Authority and Council project team
- **Develop** and make necessary revisions to the Council's Mission and Vision statements, as well as Strategic Goals and Objectives

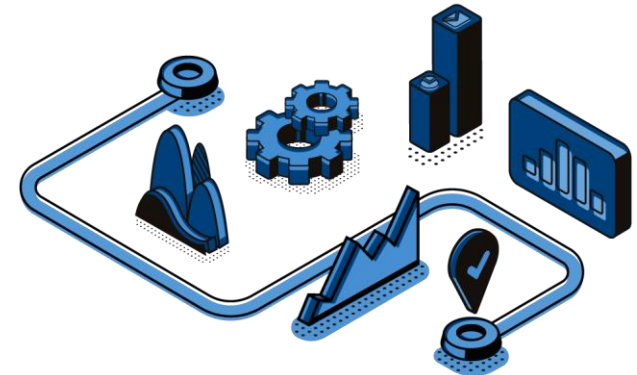


PHASE 3: STRATEGIC GOALS AND PLANNING

- Conduct Action Planning Retreat with Finance Authority and Council Staff
- Conduct Action Planning Meetings with Departments and Staff
- Create Strategic Plan

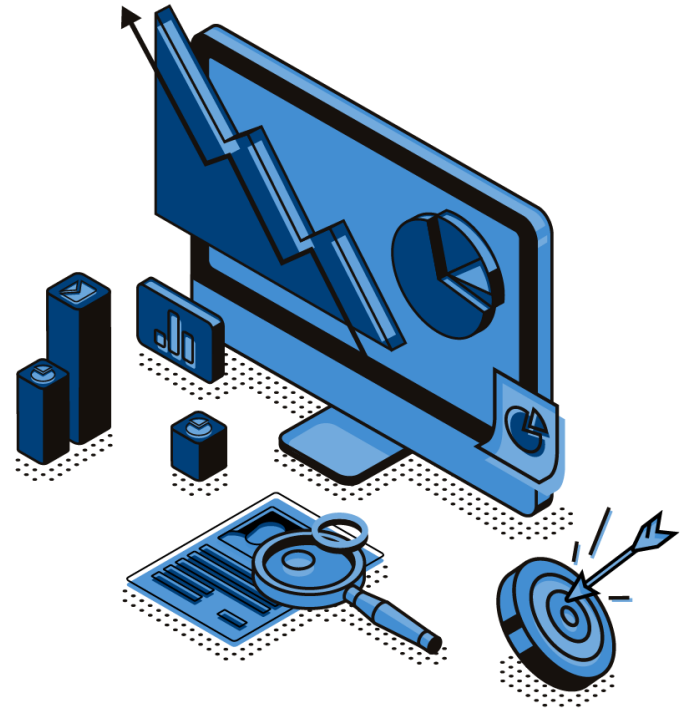
Table of Contents

Executive Summary.....	2
Summary of the Strategic Planning Process.....	3
Identification of Mission, Vision, and Values	4
Identification of Goals and Strategic Objectives	5
Accompanying Narratives	6
Outcome Descriptions and Tactics to Achieve Success...	7
Performance Measure Examples	8



PHASE 4: RECOMMENDATIONS FOR IMPLEMENTATION

- Develop Goal Tracker for monitoring progress of the Strategic Plan with project team
- Finalize the Strategic Plan and Goal Tracker
- Present the Final Strategic Plan to Council and IFA leadership



PROPOSED TIMEFRAME

Phase	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Project Coordination and Management	Kickoff March 19 th					
Discovery						
Research and Validation						
Strategic Goals and Planning						
Implementation						

NEXT STEPS

- Meet with project team
- Obtain and review background information
- Finalize project stakeholder list and interview framework
- Develop and distribute surveys
- Schedule and conduct remote interviews

