



## Strategic Business Plan for V.A.L.U.E. in Local Government

Adopted by the V.A.L.U.E. Planning Committee, January 2009

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This document comprises a strategic plan for V.A.L.U.E. in Local Government. It reviews its strengths, weaknesses, threats and opportunities; presents a series of fundamental statements relating to V.A.L.U.E. in Local Government's vision, mission, values and objectives; and sets out V.A.L.U.E. in Local Government's proposed strategies, goals and action programs.

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### **Strengths, Weaknesses, Threats & Opportunities**

This strategic plan addresses the following key strengths, weaknesses, threats and opportunities, which apply to V.A.L.U.E. in Local Government now and in the foreseeable future:

#### **Strengths:**

- Strong name recognition
- Professional dedicated leadership
- Teamwork
- Diversified Membership
- Low Cost to Participate w/ high return
- Networking opportunities
- Solid core of long time members
- Communication, website, newsletter
- Prof. Development opportunities
- Offers NIGP webinars
- Cost savings for participants
- Creates efficiency for participants
- Current trend updates
- Strong knowledge base
- Sharing of knowledge
- Localized vendor base

#### **Weaknesses:**

- Grooming of future leaders
- Need for more volunteers
- Upfront bid commitment
- Follow through bid commitment
- Diversified bid requirements
- Need more lead agencies for bids
- Webinars are difficult to organize
- Low revenue
- Not enough educational opportunities
- Bid postings on website
- Awareness of bid opportunities
- Outdated video
- Different calendar budget time frames
- Benchmarking dollar savings
- Keeping website updated & organized

**Threats:**

Time Constraints  
Shrinking budgets  
Shrinking staffs  
Increasing special gov't requirements  
Back-door selling  
Default in commitment

**Opportunities:**

Develop new commodities to bid  
Standardization of specifications  
Redevelop bid postings on website  
Bid promotion to members & vendors  
Develop an outreach program  
Develop a mentoring program  
Annual survey of member needs  
Marketing V.A.L.U.E. bids  
Develop GREEN opportunities

**Vision**

The vision of V.A.L.U.E. in Local Government is:

To be recognized as a prime source of public procurement information for participating agencies.

**Mission Statement**

The central purpose and role of V.A.L.U.E. in Local Government is defined as:

Our mission is to support networking in public purchasing, increase cost savings, and promote efficiencies for member agencies primarily in southeastern Wisconsin.

**Organizational Values**

The organizational values governing V.A.L.U.E. in Local Government's development will include the following:

- Knowledge sharing
- Ethical practices
- Staying current on purchasing trends
- Further the understanding of public procurement
- Professional development
- Efficiency in procurement process

**Business Objectives**

Longer-term business objectives of V.A.L.U.E. in Local Government are summarized as:

- Joint/Cooperative bidding
- Piggyback opportunities
- Surplus disposal options
- Training
- Networking
- Document sharing
- Vendor sourcing
- Other public bid opportunities
- Promote standardized practices

## Major Goals and Key Strategies

The following key targets will be achieved by V.A.L.U.E. in Local Government over the next 3-5 years:

<b>MAJOR GOALS</b>	<b>KEY STRATEGIES</b>
(1) Promote V.A.L.U.E.  *Cost savings from bid *Networking/ Problem Solving *Efficiencies *Educational opportunities	Develop marketing program to showcase V.A.L.U.E.  Newsletter Annual Meeting Video Brochure Website Presentations Direct mailings to non-members
(2) Increase member participation in cooperative bids.	Standardize specs
(3) Develop new bid opportunities for operational consumables.	Survey membership to determine new opportunities. Review each agency's bid calendar.
(4) Develop educational opportunities	For non-purchasing personnel. Promote certification opportunities for purchasing professionals.
(5) Outreach effort to public agencies	Survey both members and non-members Mentoring program. Develop open forum meetings. Common Solutions.
(6) Support emergency management and business continuity	Directory of vendors and contractors. Develop reciprocal agreements.
(7) Research additional resource opportunities	Provide a list of additional resources, ex: State Contracts, WSCA, GSA, U.S. Communities, NACO, WCA, NJPA, etc..

## Strategic Action Programs

The following strategic action programs will be implemented:

<b>ACTION ITEM</b>	<b>RESPONSIBILITY</b>	<b>TIME FRAME</b>	<b>BUDGET</b>
Add common solution and success stories to the newsletter	Newsletter Editor	Immediately	\$0
Non-members invites to annual meetings	Planning Committee	2 months prior to annual meeting	TBD
Update video	Planning Committee	2 years	TBD
Update brochure	Planning Committee	Annual Meeting 2010	\$150
Enhance Web Site	Planning Committee/ Webmaster	On-going	\$500

<b>ACTION ITEM</b>	<b>RESPONSIBILITY</b>	<b>TIME FRAME</b>	<b>BUDGET</b>
Presentations to professional organizations	Planning Committee	On-going	\$500
Collect agency's bid calendars, review standardization, combine for bid opportunity	Planning Committee and Lead Agencies	Pilot Program -Oct.2008 Full Program -Spring 2009	\$0
Survey to membership with follow-through	Planning Committee	Annually, after March VALUE/WAPP meeting	\$0
Sponsor select NIGP Webinars	Education Committee	On-going	\$450
Promote other purchasing related seminars, webinars and certifications	Educational Committee, Planning Committee, Newsletter Editor	On-going	\$0
Offer educational opportunities for the non-purchasing person and new buyers.	Annual Meeting Sub-Committee and Planning Committee	March 2010 Annual meeting	\$0
Develop a New Member/Welcome packet	Membership and Recruitment Committee	March 2010	\$1,000
Develop a mentoring program	Planning Committee, Membership Recruitment	March 2010	\$0
Revise Planning Meeting Agenda to include an Open Forum/ Common Solutions at the start of the meeting.	Chairperson	Immediately	\$0
Develop a list of vendors and contractors that can support agencies in emergency management events.	Planning Committee	Start April 2009 Complete Sept. 2009 Continuously update	\$0
Develop a boilerplate reciprocal agreement between agencies.	Planning Committee	Sept. 2009	\$0
Research additional resource opportunities	Planning Committee	Nov. 2008 with continuous updates	\$0