



Nevada Air Service Development Commission Organizational Strategic Planning Workshop

Friday, January 31, 2025; 9:00am to 4:00pm

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9:15am – 9:30am: Introductions and Overview

- Review of the Strategic Planning Process: Goals and Objectives of Strategic Planning

9:30am – 10:30am: Organizational Assessment, Part 1

- The SWOT Analysis
- EXERCISE: Completing Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis of the Organization

10:30am – 10:45am: BREAK

10:45am – 12:00pm: Organizational Assessment, Part 2

- Identifying Priority and Primary Issues for the Next Five Years
- What is a priority and primary issue?
- EXERCISE: Developing Priority and Primary Issues as part of the new Five-Year Organizational Strategic Plan

12:00pm – 12:45pm: **Lunch Break**

12:45pm – 2:30pm: Developing a Set of Core Values, Mission Statement, and Vision Statement

- EXERCISE: Creating a Set of Organizational Core Values to Guide Organizational Behavior
- EXERCISE: Identifying Organizational Purpose and Crafting a Strategic Mission Statement
- EXERCISE: Selecting a Future Organizational Destination and Creating a Strategic Vision Statement

2:30pm – 2:45pm: BREAK

2:45pm – 3:55pm: Developing Strategic Goals, Objectives and Actionable Items

- EXERCISE: Developing SMART Goals as part of the new Five-Year Organizational Strategic Plan
- EXERCISE: Developing Associated Strategies with Actionable Items for each new Goal

3:55pm – 4:00pm: Wrap-Up and Thank You; Next Steps

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College of Business
University of Nevada, Reno

TECHNICAL MEMORANDUM

Date: January 13, 2025

RE: Proposed Timeline, Nevada Air Services Development Commission Five-Year Strategic Planning Project

Attn: Nevada Air Services Development Commission (NvASDC)

Below is a proposed timeline for the development and delivery of the UCED Technical Report resulting in the Nevada Air Services Development Commission Five-Year Strategic Plan 2025-2030.

December 13, 2024 – Project Start Date

January 31, 2025 – Strategic Planning Workshop

March 13, 2025 – Draft UCED Technical Report to NvASDC members for comments

March 21, 2025 – Deadline for comments to be received from NvASDC members

March 28, 2025 – Final UCED Technical Report delivered

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