

STRATEGIC PLANNING IN LOCAL GOVERNMENT

Instructor:

Obed Pasha, Ph.D.
Associate Professor of Public Management
School of Government
UNC-Chapel Hill.
Email: pasha@unc.edu

Schedule:

Day: Friday, September 11, 2026
Time: 9:00 AM to 5:00 PM
Location: UNC School of Government

Course Description:

Strategic planning is one of the most effective tools in local government to improve organizational performance and sustainability. Strategic plans help public managers develop a detailed course of action to take an organization from its current state to the desired future state while ensuring its survival and success. This one-day course is designed for local public managers serving mid-tier and leadership roles. It offers public managers the tools to develop new strategic plans or improve their existing plans. This course employs accessible step-by-step techniques to demystify the strategic planning process for public managers and presents flexible, pragmatic methods to implement strategic plans.

This course is a part of SOG's Evidence-Based Course Series ([link to microsite](#)).

Learning outcomes:

- Identify the benefits of strategic planning
- Develop and refine mission, vision, and values
- Analyze organizational environment
- Identify and frame strategic issues
- Formulate strategic alternatives
- Develop an understanding of logic models

Delivery Method:

The seminar-style course will be delivered in person at the School of Government. The instructor will introduce and explain a topic in a lecture format, followed by questions and responses to participant queries and comments. We will use small group breakout sessions and exercises to solidify learning.

Pre-Course Activity:

Review your organization's current or past strategic plan (if applicable) and bring it to class.

AGENDA

Time	Session
9:00 a.m.	Welcome and Introductions
9:30 a.m.	Introduction to Strategic Planning
10:30 a.m.	Defining the Purpose
12:00 p.m.	LUNCH
01:00 p.m.	Setting the Context
2:30 p.m.	Goals, Strategy, and Actions
5:00 p.m.	<i>Adjourn</i>