



**To:** First 5 Alameda County Commission  
**From:** Janis Burger, Deputy Director  
**Date:** February 18, 2009  
**Subject:** Draft 2009-2013 Strategic Plan

---

### Action Requested

Informational Only- To review and provide input into the draft framework for the 2009-2013 Strategic Plan.

### BACKGROUND

Since April of 2008 First 5 Alameda County has been working towards the development of the 2009-2013 Strategic Plan. Over the past 10 months we have developed an Alameda County Situational Analysis, revised the mission, vision, guiding principles, goals and desired outcomes for the 2009-2013 plan, and developed key strategies, specific programs and budget allocations that will have the greatest impact on improving child and families outcomes.

Throughout this process we held numerous public hearings and have solicited input at each Commission meeting. All of this information has been synthesized and integrated into the Draft Strategic Plan 2009-2013 for your review and input. The Accountability Plan which will be approved at the March, 2009 Commission meeting will be included in future versions.

**FISCAL IMPACT:** There is no fiscal impact.

### ACTION REQUESTED

Review and provide input into the draft framework for the 2009-2013 Draft Strategic Plan

Submitted by:

Reviewed by:

---

Janis Burger, Deputy Director

---

Mark Friedman, Chief Executive Officer