



Listening Session: MDA Strategic Planning

Commissioner Thom Petersen and Deputy Commissioner Andrea Vaubel

Agenda

- Welcome
- Privacy notice
- Brief background
- Open discussion/question and answer period
- Closing thoughts

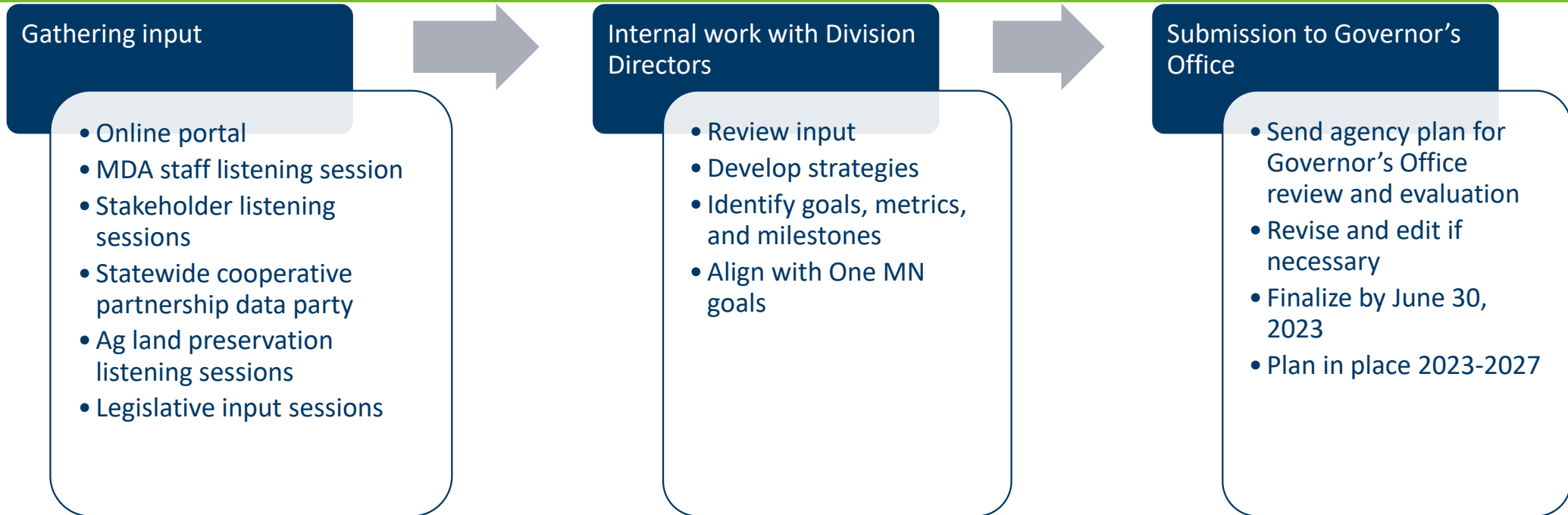


Privacy Notice

- Please be aware that the MDA is recording this session and plans to keep a copy of the recording for approximately one month.
- Under state law, the recording must be made available to anyone who asks to see it. While we encourage participants to say what is on their mind, we ask that you be mindful of the public nature of this discussion.



Strategic Plan Development



MN Strategic Plan Development

- Template created and shared by Minnesota Management and Budget (MMB)
- Agency must identify strategies for top three priority areas
- Agency can include strategies for remaining priority areas and additional work
- All executive branch agency plans will look the same, and will be housed online after June 30, 2023
- Plans will cover 2023 through 2027
- Metrics and evaluation measures are required for all strategies



State Mission and Vision

- Mission
 - Improve the lives of all Minnesotans by working collaboratively to implement policies that achieve results.
- Vision
 - Minnesota is the best state in the country for children to grow up in - those of all races, ethnicities, religions, economic statuses, gender identities, sexual orientations, abilities, and zip codes.



Guiding Principles

- Practice servant leadership
- Treat everyone with respect and dignity
- Do the right thing, especially when it is difficult
- Ask how your actions are reinforcing or removing structural inequity
- Promote the common good over narrow special interests
- Be accessible, transparent, and accountable
- Include voices from communities who will be most impacted
- Bring people together across lines of difference



One Minnesota Priority Areas

- **Equity and Inclusion**
- **Minnesota's Environment**
- **Fiscal Accountability, Customer Experience, and Measurable Results**
- Children and Families
- Thriving Communities, Housing, and Workforce
- Healthy Minnesotans



- **Equity and Inclusion**

- MDA must have at least one strategy to support enterprise-wide Inclusion and Retention and Equitable Procurement goals:

- **Inclusion and Retention goal:** retain 75% of all new hires for two years (8 quarters)
- For racial minorities, veterans, employees with disabilities: also retain 75%
- **Equitable Procurement goal:** 12% of adjusted total spending goes to certified businesses

- Examples from the [Governor's Community Council Long Range Plan Executive summary](#) (January 2023)

- Develop anti-racist and equitable frameworks within each state agency that support policy review to promote inclusive programs and services for all
- Ensure equitable and transparent competitive grantmaking processes and awards

Minnesota's Environment

- **Minnesota's Environment**

- MDA must have at least one strategy and metric to support Minnesota's Environment
- Examples from [MN Climate Action Framework](#), Goal 2, Climate Smart Natural and Working Lands:
 - Use land management practices that enhance climate resilience
 - Increase soil organic carbon content and reduce erosion
 - Manage agricultural landscapes to hold nitrogen and retain rainfall and snow melt
 - Support local food markets, urban agriculture, and emerging farmers

Fiscal Accountability, Customer Experience, Measurable Results

- **Fiscal Accountability, Customer Experience, and Measurable Results**
 - MDA must have strategies and at least one metric to support Customer Service and Innovation
- **Examples:**
 - Net Promoter Score: How likely are you to recommend working with the MDA?
 - Customer Satisfaction: How happy were you with the service you received from the MDA?
 - Customer Effort Score: How easy was it for you to access what you needed at the MDA?

Open Discussion



Closing Thoughts

- Strategic plan ideas portal open for written comments through March 10
 - <https://www.mda.state.mn.us/stratplan23>
- Ideas can also be submitted
 - Directly to Valerie Gamble: Valerie.Gamble@state.mn.us



Thank You!