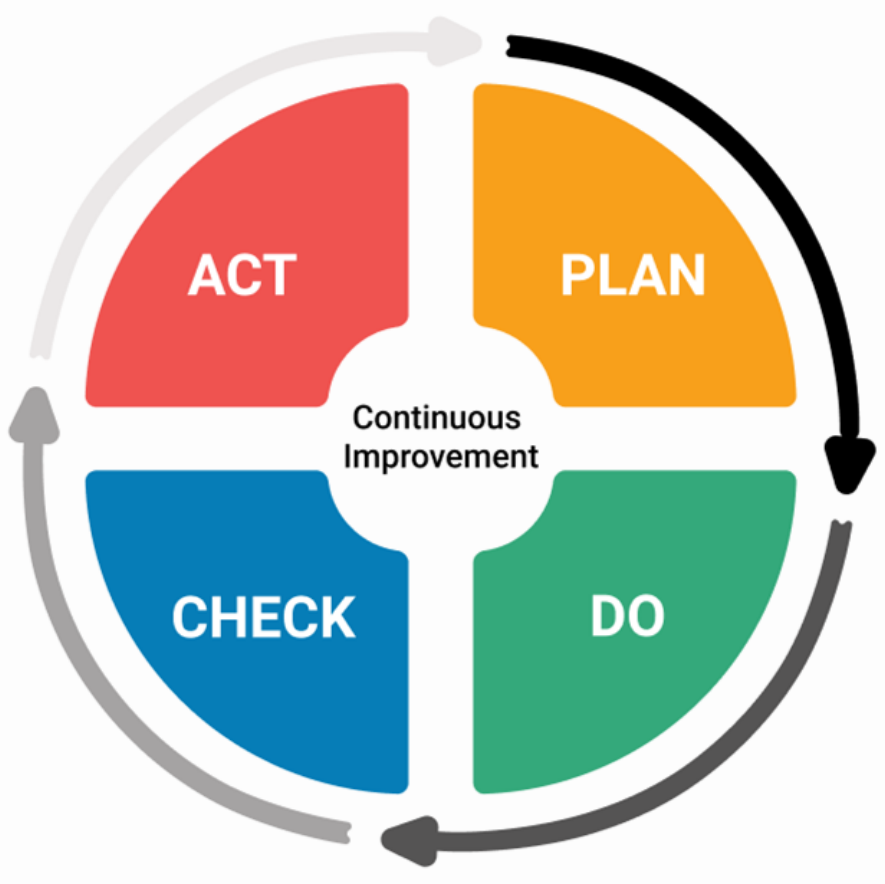


International Program Strategic Planning Process

City of Austin - Economic Development Department - Global Business Expansion Division

PDCA Cycle



Plan



PLAN

Strategic Planning Process



Why - What - How

- EDD Mission Statement

- Community Engagement
- SD23 Strategic Outcomes



- Business
- Culture
- Education

- International Programming Activities

Mission

The mission of the Economic Development Department is to influence revenue generation through its programs and investments in order to secure economic mobility for our residents and promote a competitive, sustainable, vibrant and equitable economy for all.

Values

- Business
- Culture
- Education

Listening

- Business and International Affairs Focus Group
 - Investment Focus Group
 - BE Austin
 - DEC
 - IBC Meetings
 - Internal Research
-

Strategies

- EOA #1
- EOA #2
- EOA #5
- EOA #7
- EOA #11
- CLL #3
- CLL #7
- GTW #3
- GTW #7
- GTW #8
- HE #2
- HE #6
- HE #8
- HE #9
- M #6
- M #9
- M #11

EDD Mission

Values
Business
Culture
Education

Listening
B&IAF
Investment
FG
BE Austin
IBC
DEC
Research

Strategies

- EOA #1
- EOA #2
- EOA #5
- EOA #7
- EOA #11
- CLL #3
- CLL #7
- GTW #3
- GTW #7
- GTW #8
- HE #2
- HE #6
- HE #8
- HE #9
- M #6
- M #9
- M #11

Do



Programs

- #ATXBound Delegations
- Alibaba Midnight Pitch
- EB 5
- ATX+
- Sister Cities
- International Affairs
- International Business Establishment Assistance
- SXSW Welcome Breakfast
- Business Development Classes
- Marketing and Outreach



Check



CHECK

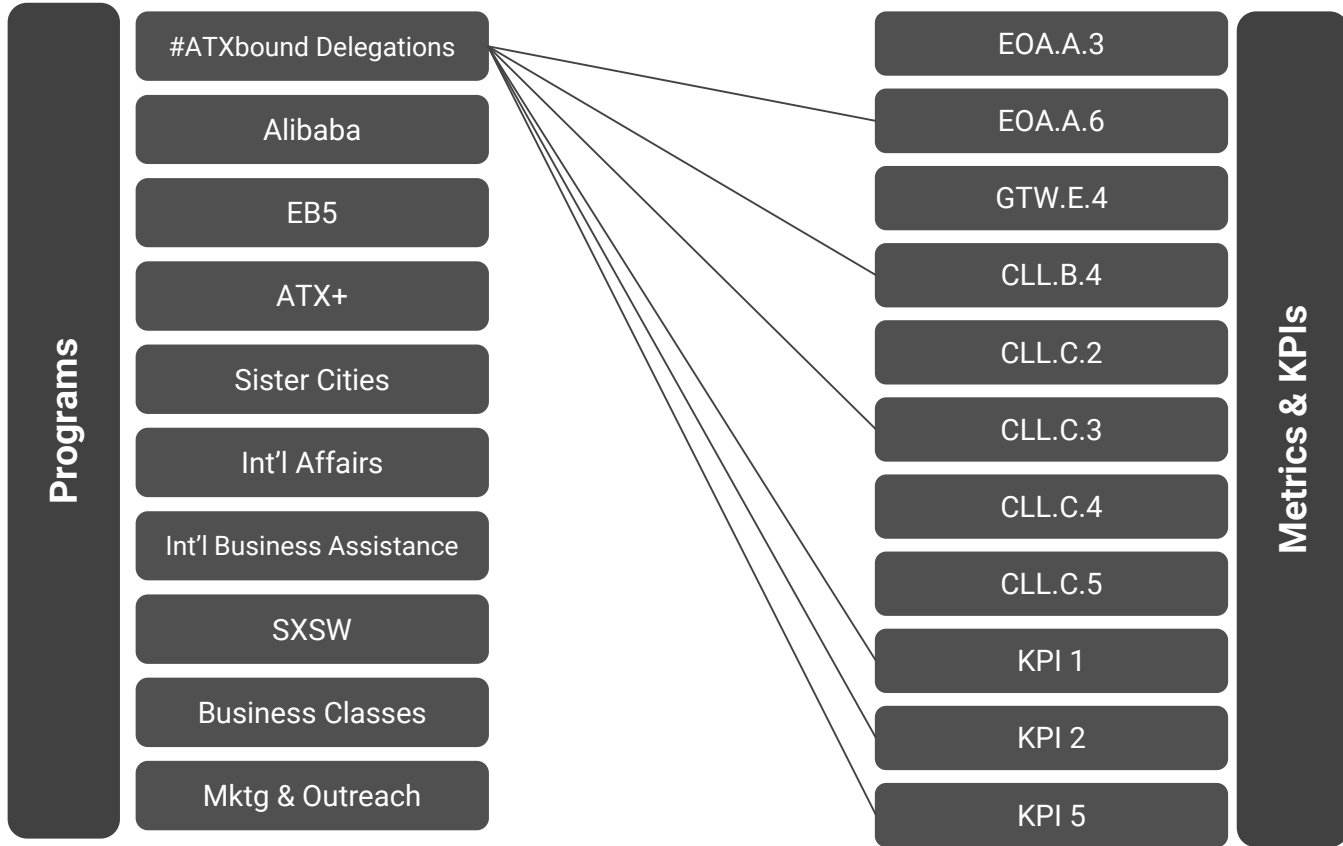
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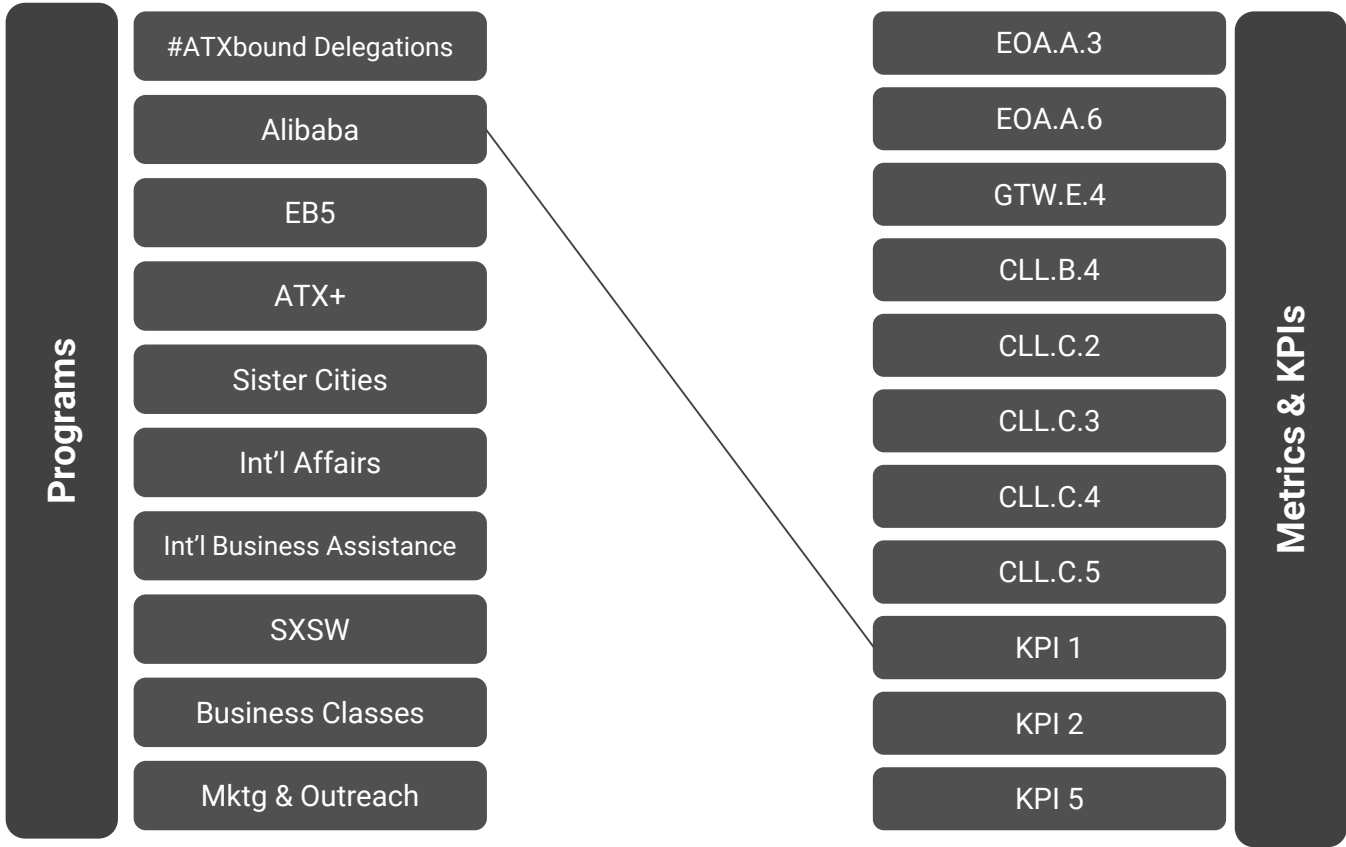
- EOA.A.3
- EOA.A.6
- GTW.E.4
- CLL.B.4
- CLL.C.2
- CLL.C.3
- CLL.C.4
- CLL.C.5

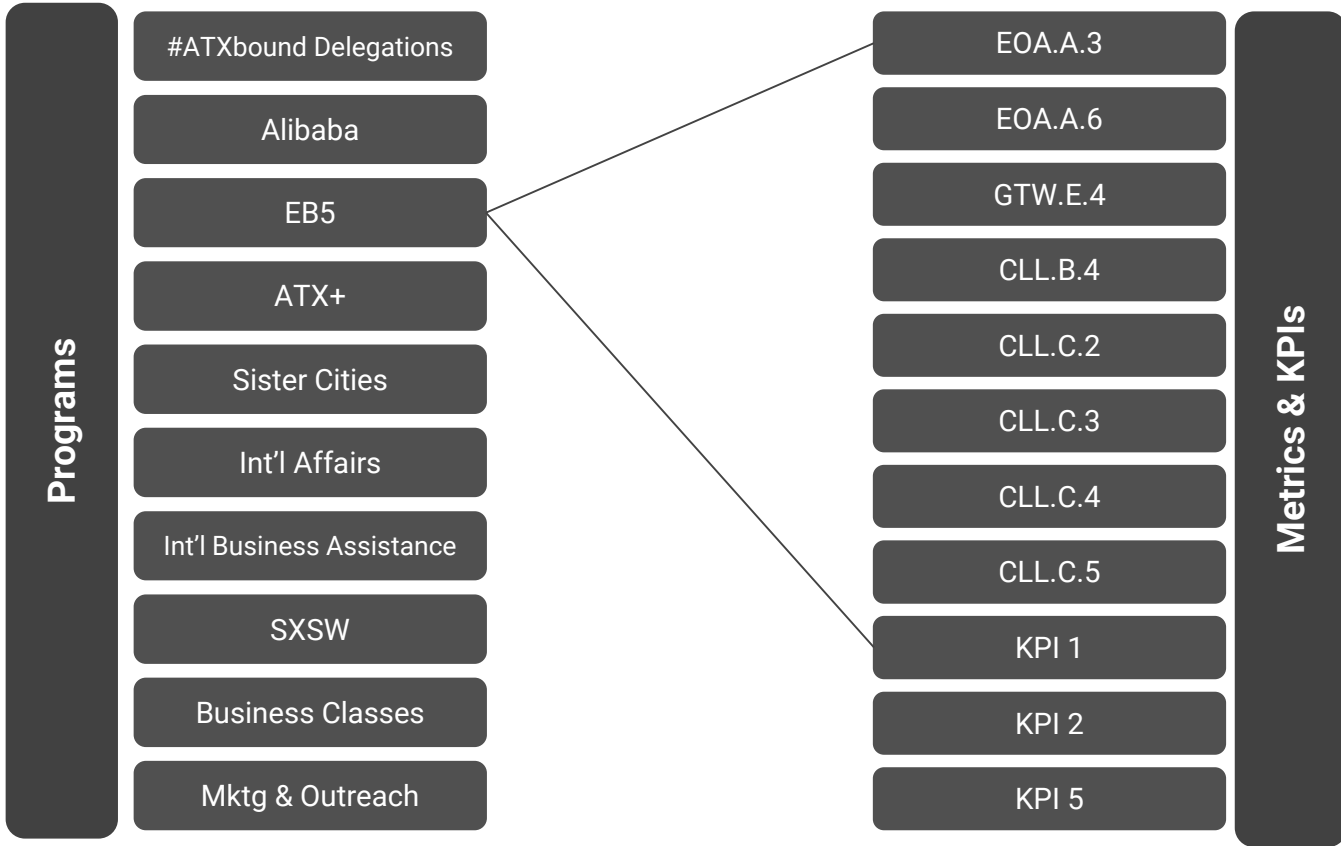
KPIs

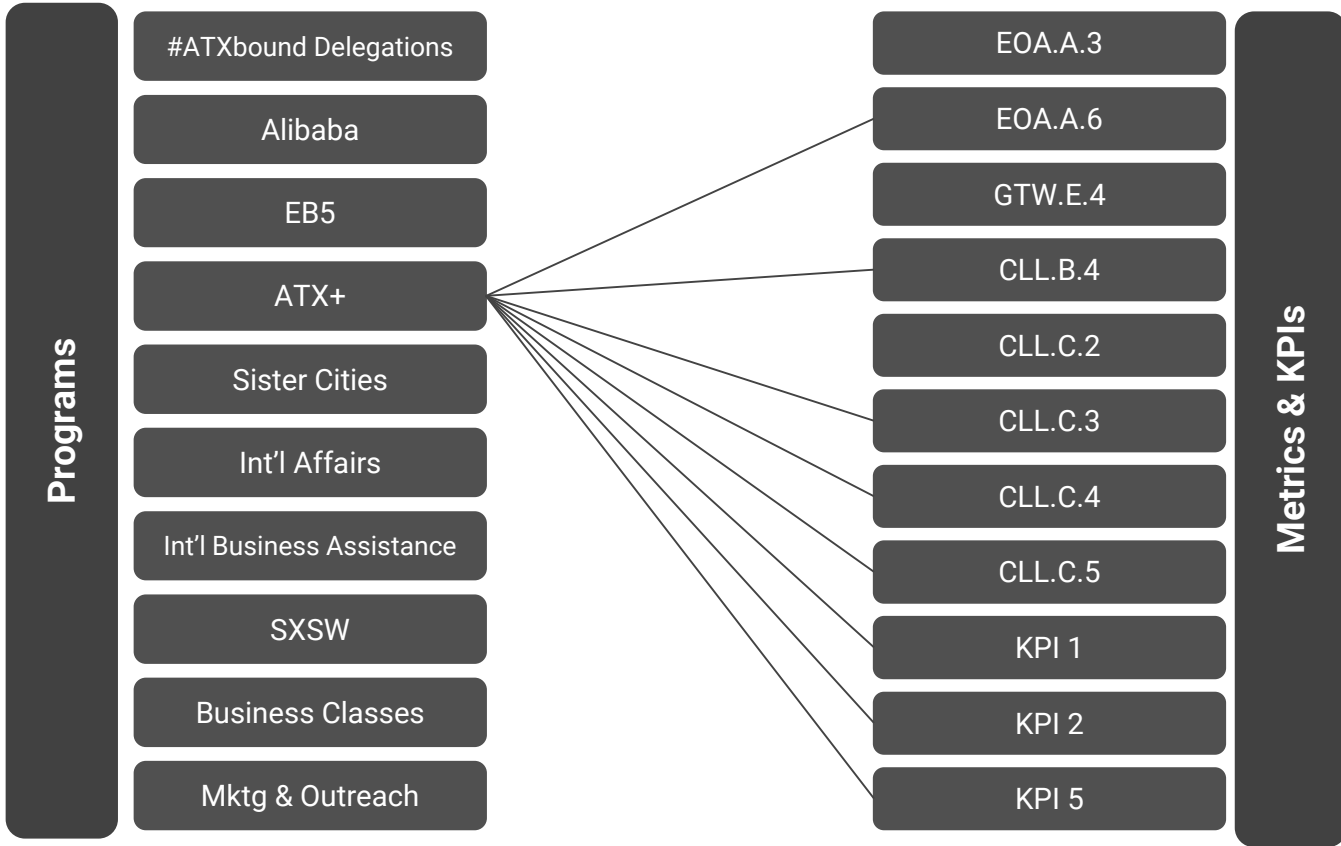
- KPI 1
- KPI 2
- KPI 5

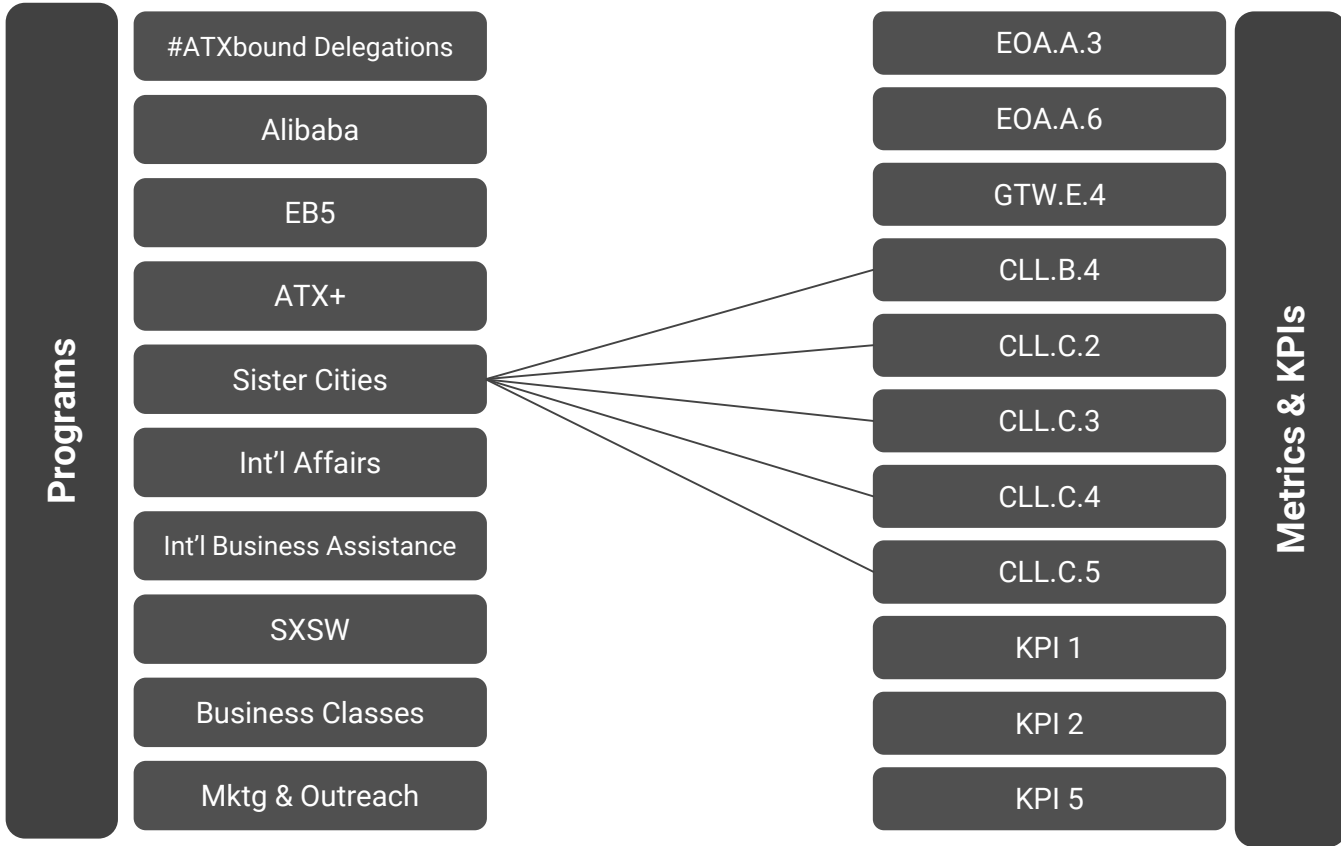
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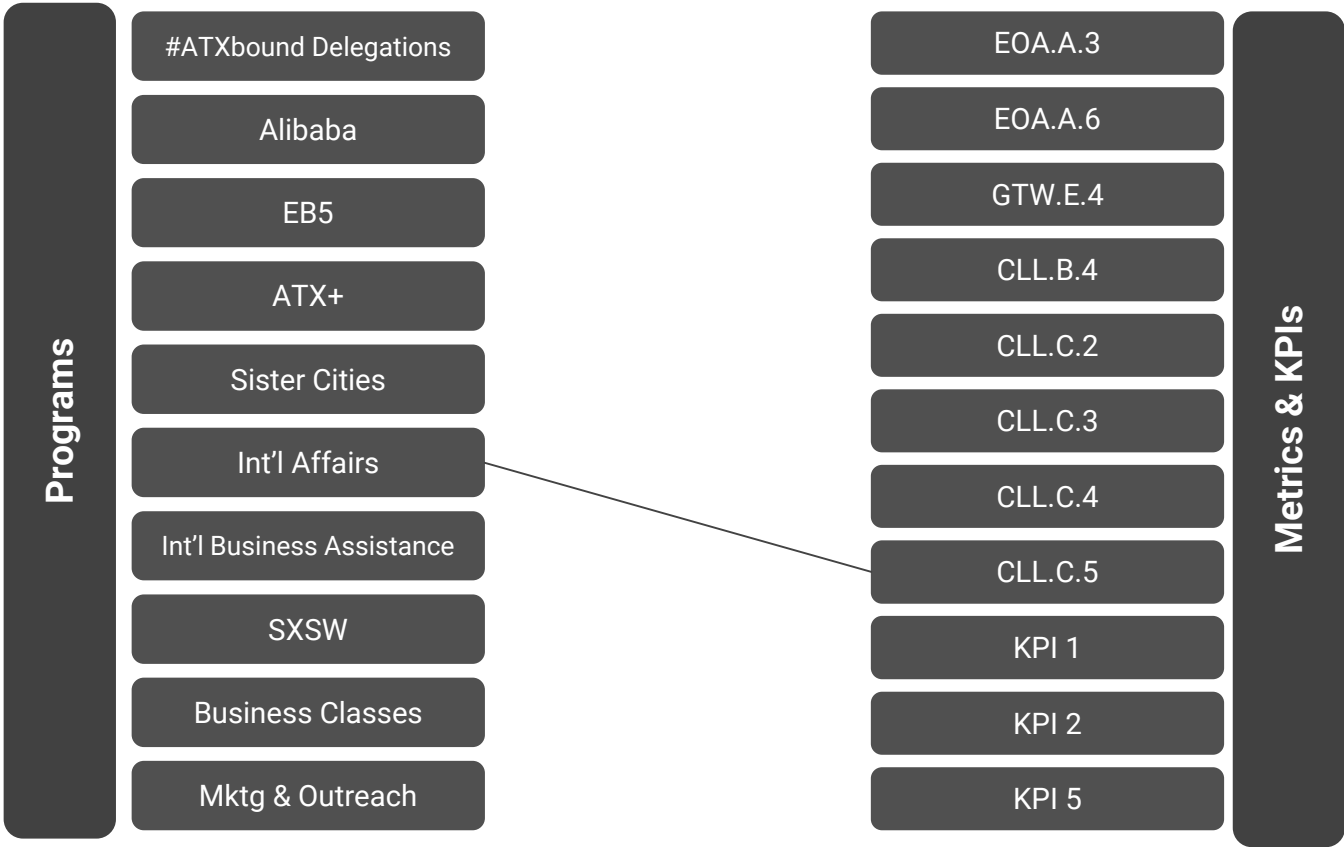


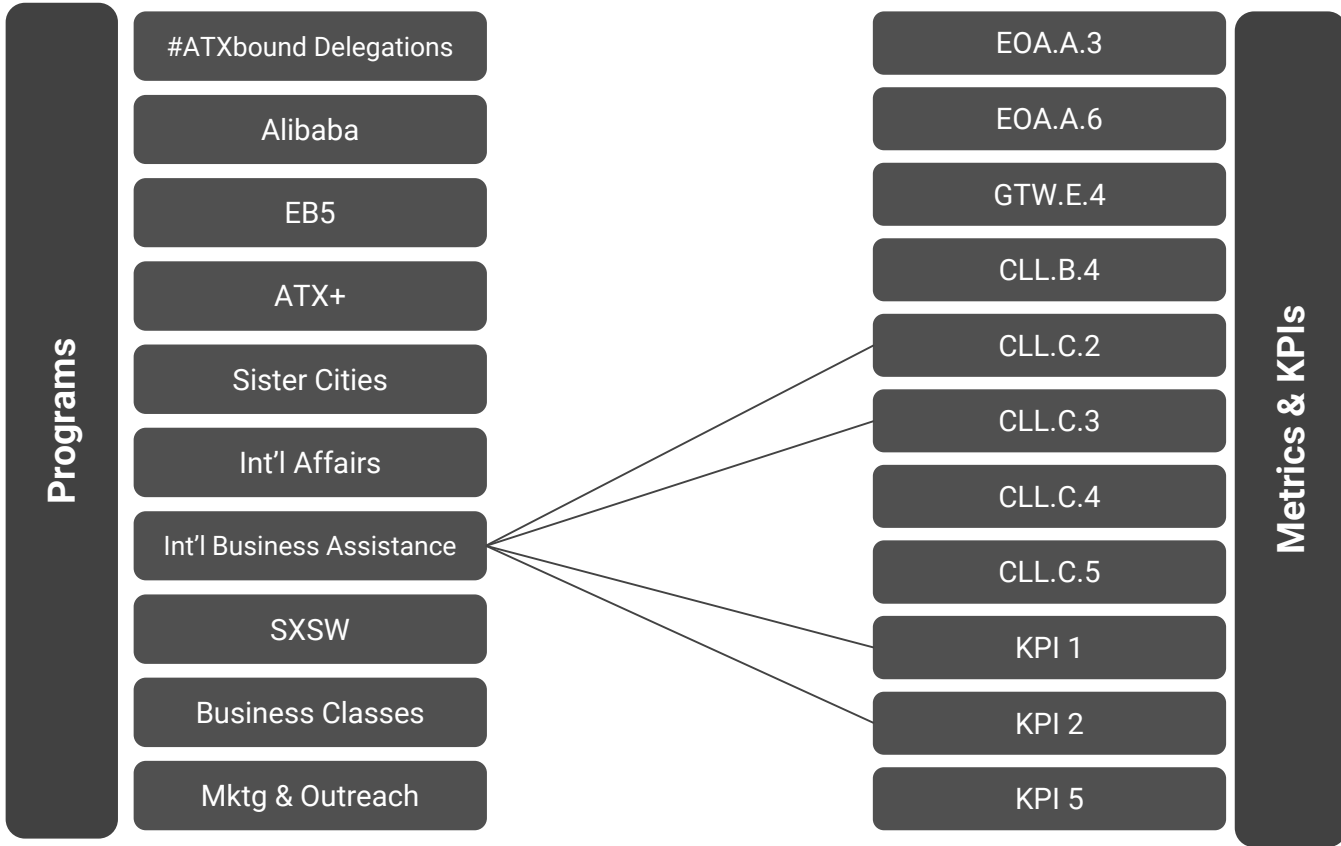


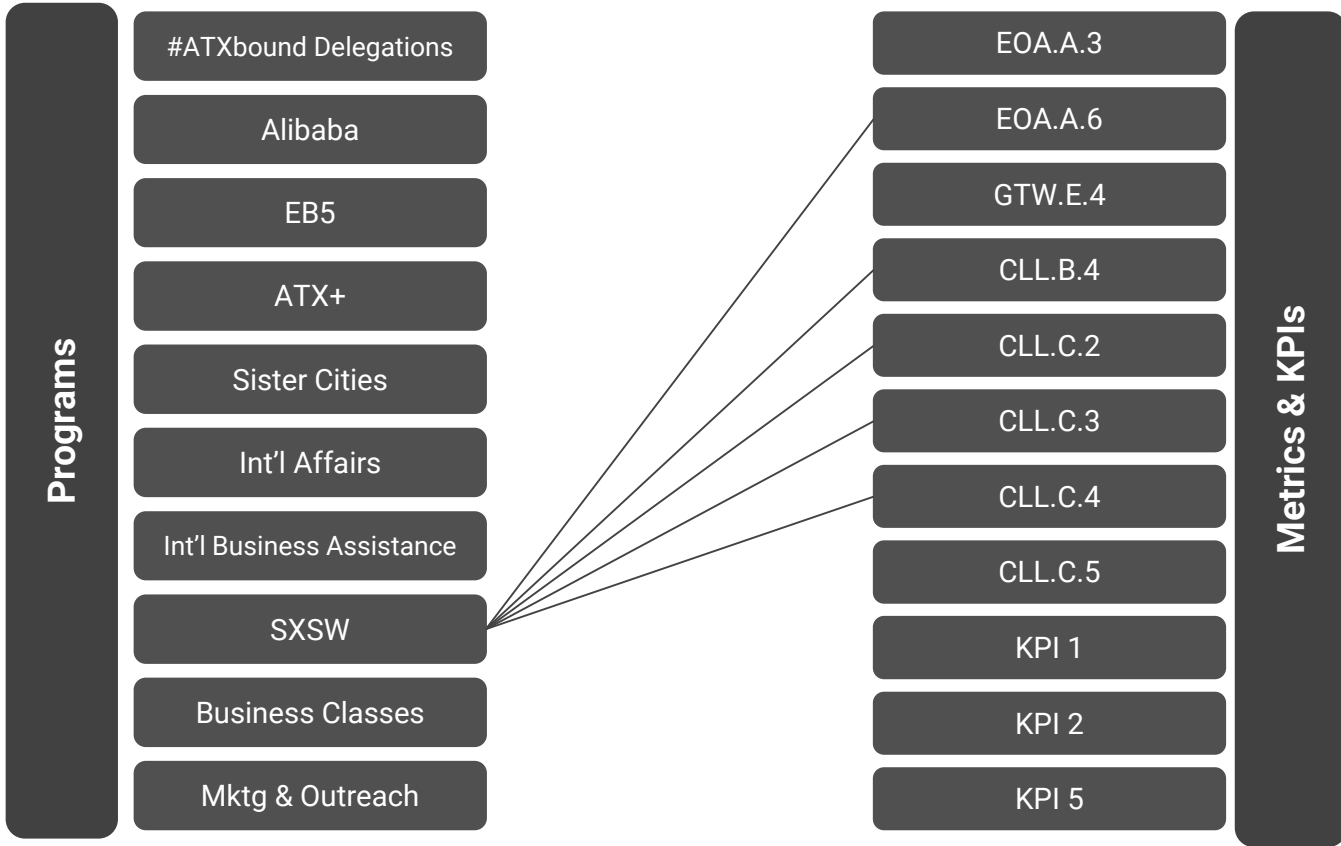


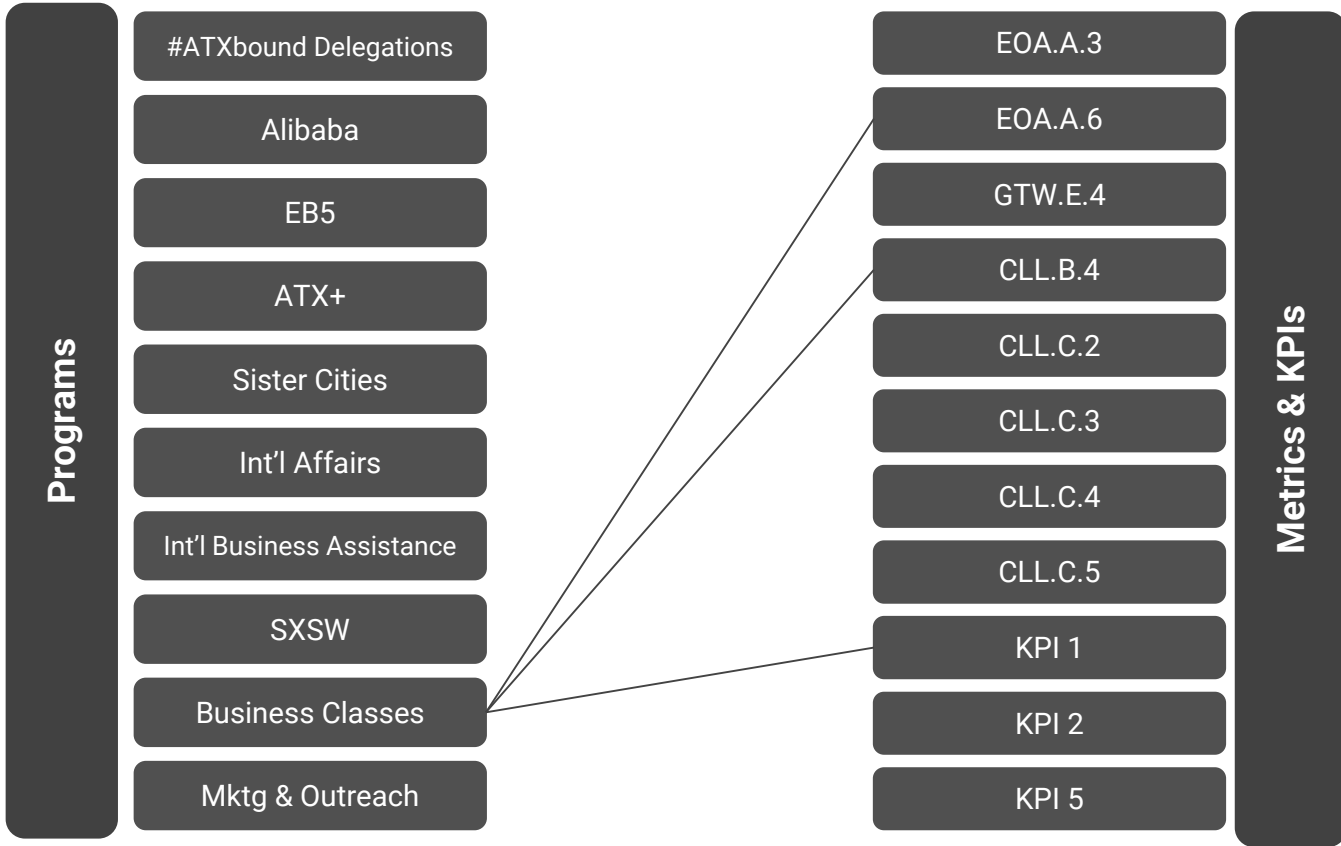


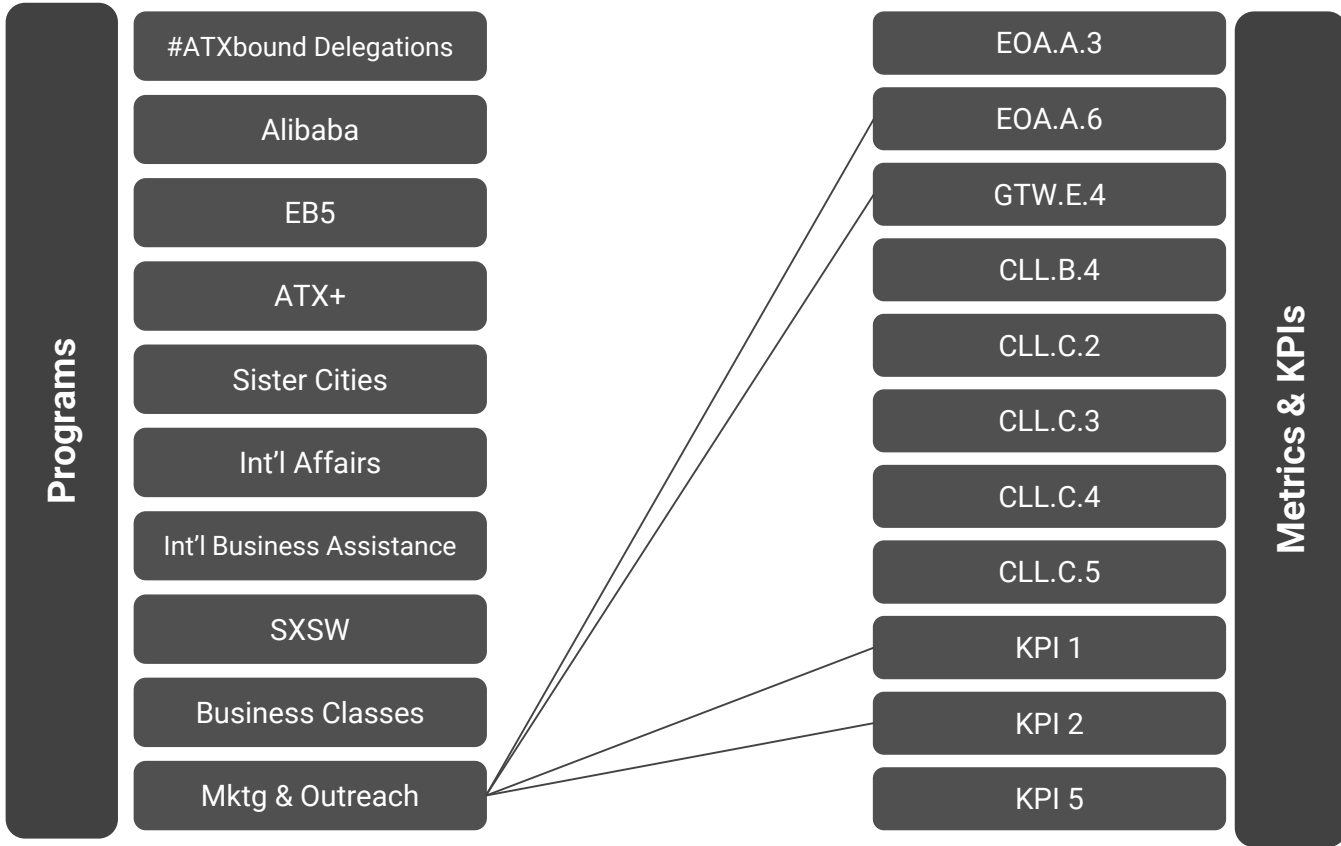












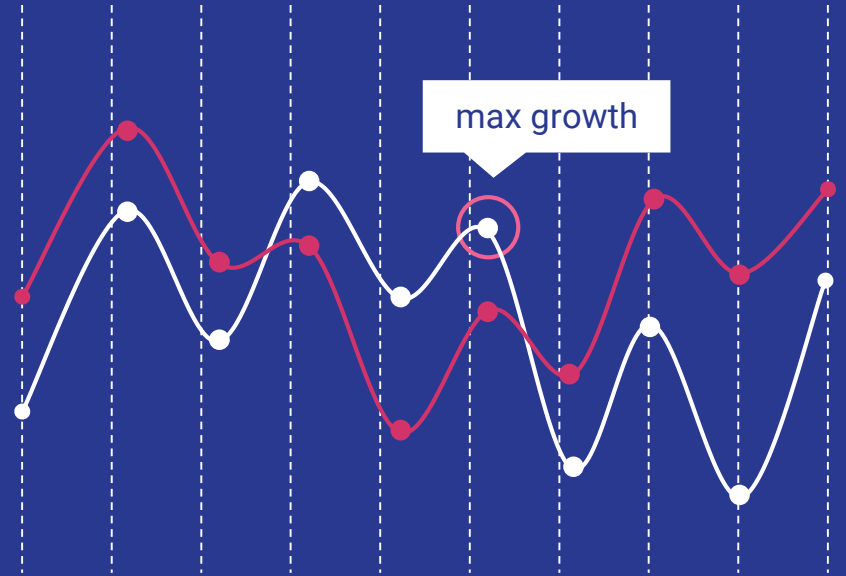
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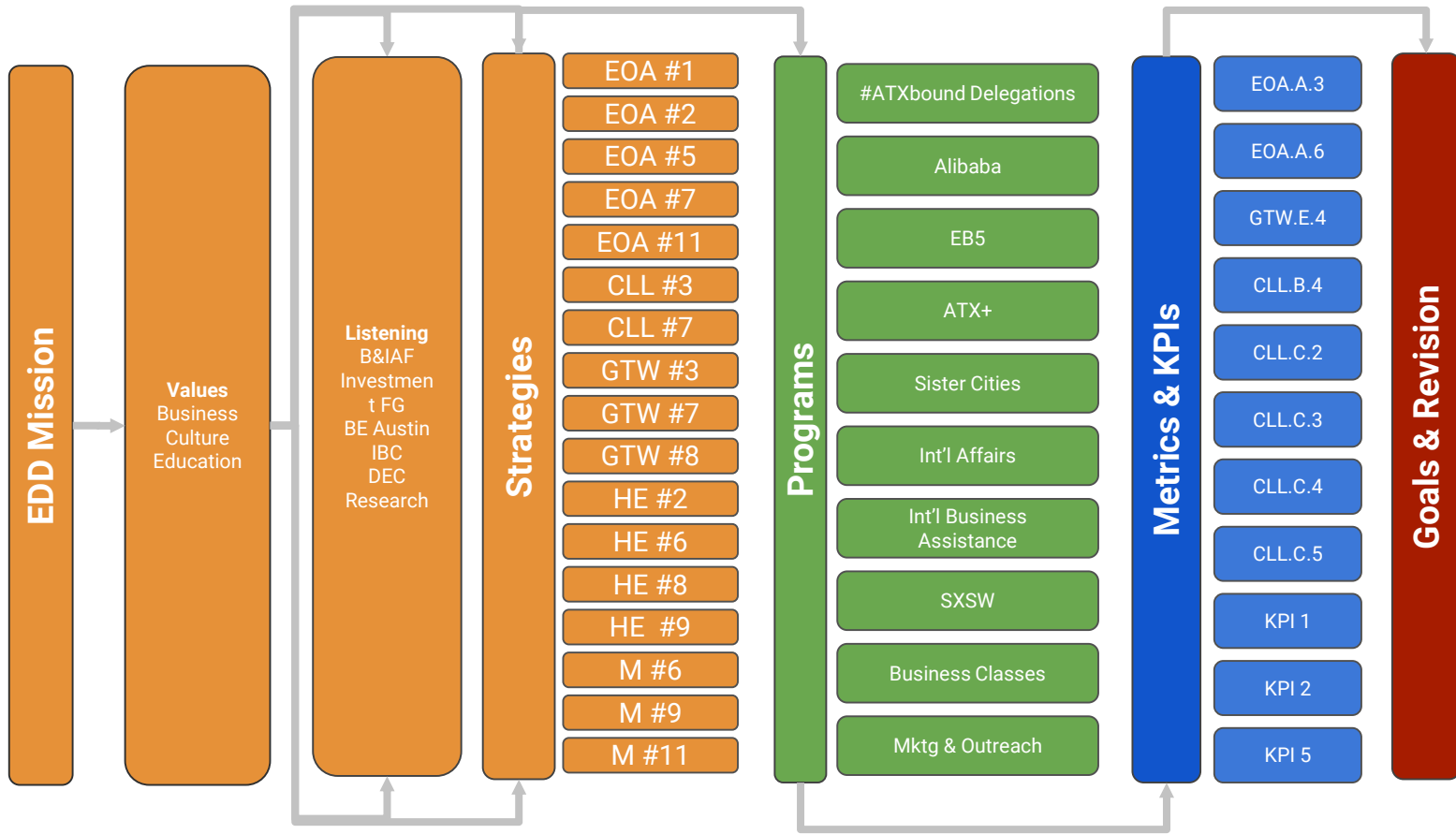


Goals & Revision

SMART

Specific
Mesurable
Achievable
Relevant
Time Bound







Thank You