

“STRATEGIC PLANNING FOR NEW MEXICO'S FUTURE”
CONSENSUS REPORT OF THE
SEVENTEENTH New Mexico FIRST TOWN HALL
TAOS, NEW MEXICO-JUNE 20 - 23, 1996

EXECUTIVE SUMMARY

WHY NEW MEXICO NEEDS STRATEGIC PLANNING

An effective strategic planning process can bring New Mexicans together from the private, public, and sovereign sectors to create a common vision for our state and promote a greater sense of community. It can promote public confidence in government by providing broad-based input and needed direction by holding all participants, both public officials and private citizens, accountable for achieving measurable goals.

Strategic planning will acknowledge competing demands for our limited resources and create a framework for prioritizing our needs and allocating resources to meet those needs.

A strategic planning process will allow New Mexico to manage current issues and anticipate and plan for the future. It will give New Mexico a framework for addressing change and positioning itself for a share of the world's future success.

THE BENEFITS TO NEW MEXICO OF STRATEGIC PLANNING

An effective and inclusive strategic planning process will provide a flexible framework for anticipating and planning for change. It will provide many benefits to New Mexico, including but not limited to the following:

- enhanced quality of life for all New Mexicans
- a method for resolving competing interests
- increased citizen participation and confidence in government and other institutions
- a positive and a cooperative climate for business growth, economic development, and job creation
- establishment of methods for allocating human, natural, and financial resources based on agreed-upon priorities
- a way for invalidated conventional wisdom to be challenged and replaced by facts
- a mechanism for measuring performance and progress toward desired goals
- a means to hold decision-makers accountable for outcomes
- the creation of pride and enthusiasm among New Mexicans
- enhancement of our state's reputation
- continuity in planning and decision-making, immune from political tenures
- a method by which New Mexicans can set high expectations for themselves and their public and private institutions

THE TOWN HALL'S VISION STATEMENT FOR NEW MEXICO

New Mexico is a state that strives for excellence while preserving the best of its past; creates a future that celebrates and treasures all its people; fosters opportunities for prosperity in a vital, diversified economy, supported and sustained by quality education; manages resources wisely for the benefit of present and future generations; and encourages all citizens to assume personal responsibility for their well-being and for the common good. New Mexico will accomplish this vision in the context of a regional, national and global framework. Our spirit and belief in each other guides New Mexico's journey.

THE PROCESS THAT SHOULD BE USED FOR STRATEGIC PLANNING IN NEW MEXICO AND WHO SHOULD PARTICIPATE

It was the consensus of the Town Hall that the strategic planning process for New Mexico must begin with the Town Hall consensus report.

An organization must be created to oversee the design and implementation of a strategic planning process for New Mexico on a statewide basis and must be composed of representatives of federal, regional, state, tribal and local governments, New Mexico's private sector, special interest groups and philanthropic/nonprofit organizations also including members of the public who are representative of New Mexico's diversity, demographics and geographic regions people who can secure the necessary funding to support the strategic planning process. a state-level, private-public commission or board should be created to carry out strategic planning for the state. Most participants recommended that New Mexico First play a key role in the strategic planning process.

The commitment to the creation and mission of this organization is required from the governor, legislative leadership, local and tribal governments, the business community, non-profit groups, and all New Mexicans.

The process will include the following essential elements:

- a method for broad-based, diverse, state-wide participation
- information gathering including an assessment of current conditions and trends in New Mexico
- an analysis of New Mexico's strengths, weaknesses, opportunities, and threats
- a vision statement for New Mexico
- goals, objectives, and strategies for implementation
- plans, targets and performance measures
- periodic review, evaluation and revision of the process

The time frame for implementing the strategic planning process should be as follows:

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| July-December, 1996 | <ul style="list-style-type: none"> • obtain a public commitment of support from top elected officials for the strategic planning process. • develop media and marketing plans to inform the wider community including, but not limited to, local communities, congressional delegates, the governor and governor's cabinet, bipartisan legislative leadership, tribal governments, New Mexico Municipal League, New Mexico Association of Counties, regional government institutions, civic and business organizations, local communities and educational institutions. • develop business plan and budget for strategic planning organization • identify and recruit members for strategic planning organization • solicit and obtain private sector/philanthropic in-kind contributions and/or funding for the strategic planning process • prepare draft legislation for public funding for the strategic planning process • submit draft legislation to legislators |
| January-June, 1997 | <ul style="list-style-type: none"> • legislature introduces and passes legislation which governor signs into law |
| July, 1997-June, 1999 | <ul style="list-style-type: none"> • create strategic planning organization • complete design of strategic planning process • Complete information-gathering process • complete regional meetings • complete initial statewide strategic plan |
| July, 1999 and beyond | <ul style="list-style-type: none"> • obtain a public commitment of support for the strategic plan from top elected officials • repeat the strategic planning process as the environment changes and new issues emerge |

The challenges facing New Mexico today have the potential to shape its destiny. The participants at this Town Hall have begun the process of responding affirmatively to these challenges so New Mexico shapes its own destiny. The development of a strategic plan will enable New Mexico to continue its legacy as the "Land of Enchantment".