



2026-2028 Strategic Plan

PROGRAMMING

Goal 1: Improve program development and evaluation.

Objective 1: By December 2027, create a standard, data-driven program framework for all new and existing programs.

Objective 2: By the end of 2028, 100% of existing programs will be assigned a timeline to be evaluated through the program framework to identify gaps in data and needed improvements.

Objective 3: By the end of 2028, 100% of new programs will utilize the new program framework.

Goal 2: Explore sustainable and diverse funding streams to fund programs and address identified community needs/gaps.

Objective 1: By Q2 2027, train all staff in grant application.

Objective 2: By the end of each calendar year, use gap data from the program framework review, seek out potential funding streams to address the need, and apply for at least one new funding opportunity.

COMMUNICATION & VISIBILITY

Goal 1: Build up internal infrastructure to support public health communications.

Objective 1: By December 2026, create an inventory of communications resources and tools.

Objective 2: By December 2028, train 100% of staff on how to use and engage with communication tools.

PARTNERSHIP & COLLABORATION

Goal 1: Organize and categorize community partnerships to track, monitor, and share connections across the department.

Objective 1: By Q4 of 2026, build a partner registry and sorting system utilizing a community engagement continuum framework.

Objective 2: By Q2 of 2027, use the new partner registry to find gaps where key community connections are missing.

Goal 2: Strengthen current relationships and build new connections to advance Wauwatosa Health Department priorities.

Objective 1: By Q4 of 2028 and annually thereafter, use the partner registry to evaluate and maintain partnerships and identify opportunities for growth.

Objective 2: By Q2 of 2028, create touchpoints with at least three new organizations or partners where program gaps have been identified.