

Strategic Planning

Learn the foundations of strategic planning and how it drives municipal decision making, aligns priorities and helps council lead with clarity.

About the course

Participants will explore how strategic planning aligns municipal goals with community needs. This course will equip elected officials with the tools to engage meaningfully, set direction and lead with purpose and accountability.

Quality Content

All EOEP courses are developed using subject matter experts from the municipal sector and reviewed by Alberta Municipalities and Rural Municipalities of Alberta.

Experienced and Independent Instructors

Take advantage of having councillors learn from independent instructors who are experienced in the municipal sector and reinforce concepts without any perception of bias. EOEP instructors represent a mix of individuals from consulting firms, law firms, and current and retired municipal staff and elected officials.

Cost Per Person

Online: \$295 + GST
In-Person: \$395 + GST

What you receive

Each participant will receive a course workbook, presentation materials, and the ability to ask questions during the course.

Other Benefits

A key benefit of this course is the opportunity to connect with fellow municipal leaders across Alberta. You'll engage in networking and collaborative discussions, share experiences and build relationships that support you throughout your council term.

Can administrators take EOEP courses?

Yes! CAOs and senior administrators can benefit from taking the course to understand the concepts being taught to your council so you can be on the same page.

Request to Host a Course in Your Region

If you are looking for greater flexibility in scheduling, our [Hometown EOEP](#) program gives you the option to bring expert training directly to your council at a time and location of your convenience. Choose from online or in-person delivery and you can invite neighbouring municipalities to share the experience and cost.

Questions and to Register for Strategic Planning

Visit eoep.ca or email Registrar@eoep.ca.

What is covered in Strategic Planning

Introduction to Strategic Planning

- Learn the purpose, process and importance of municipal strategic planning
- Explore how strategic plans guide policy, budgeting and service delivery
- Understand the role of elected officials for the long-term success of a community

Setting a Shared Vision

- Learn how a compelling vision anchors planning and decision-making
- Explore how to engage council, staff and the community in defining shared goals
- Understand how to plan supports practical priorities

Building the Strategic Plan

- Learn the components of a strong strategic plan
- Explore tools for assessing internal capacity, community needs and external pressures
- Understand how to align goals and objectives into practical framework

From Plan to Action

- Learn how plans, budgets and day-to-day operations connect
- Explore how administration and council collaborate to turn strategy into execution
- Understand how alignment supports efficiency, accountability and impact

Designing for Success

- Learn how to evaluate progress through reporting and reviews
- Explore tools for review, feedback and continuous improvement
- Understand when plans need to adapt to changing conditions or emerging opportunities

Lead Strategically

- Learn how to ask strategic questions and make informed decisions
- Explore key consideration when making decisions in the planning context
- Understand how to communicate the plan

The Elected Officials Education Program is a non-profit proudly operated through a partnership of [Alberta Municipalities](#) and the [Rural Municipalities of Alberta](#) to support Alberta's municipal elected officials to serve their community effectively.