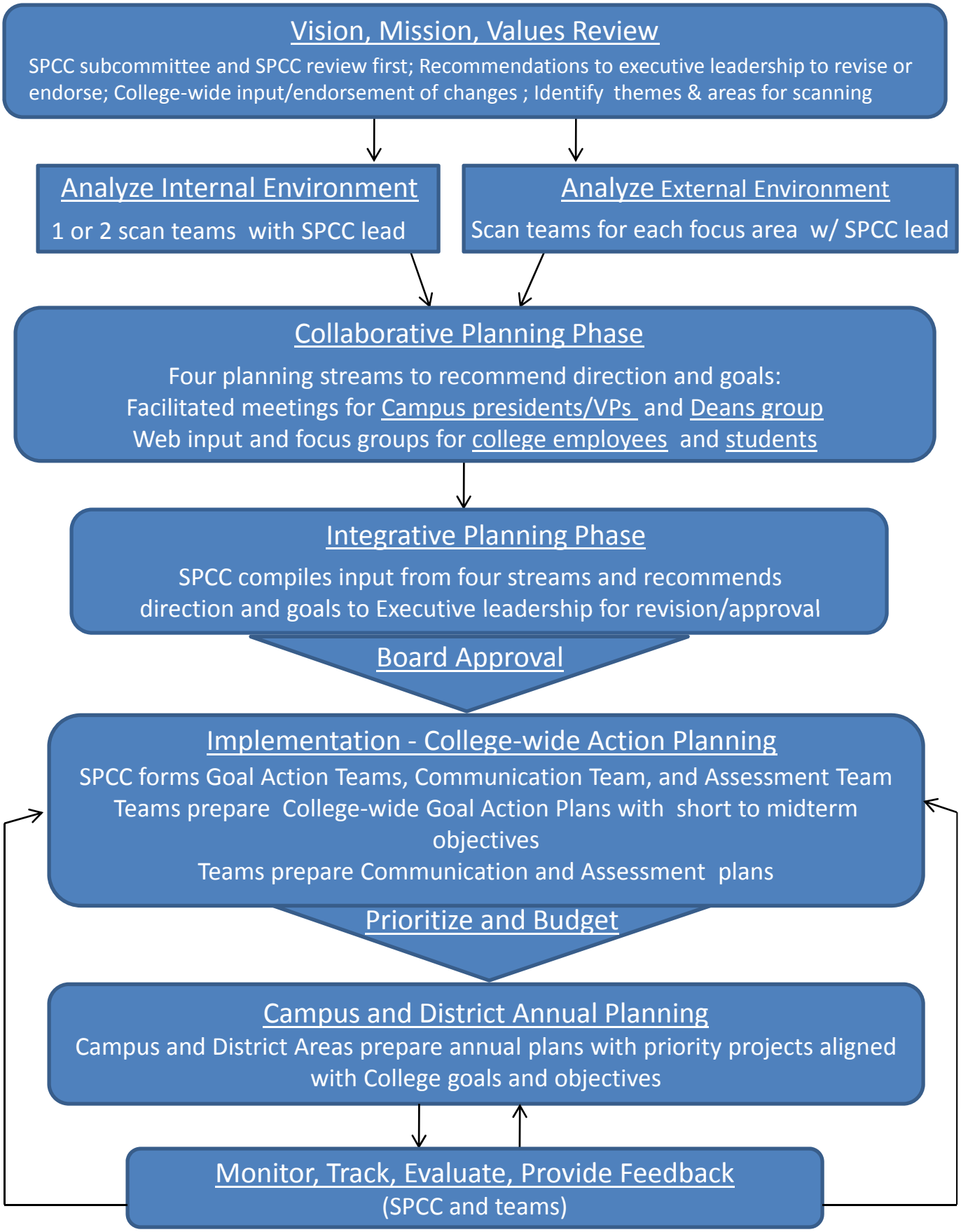Strategic Plan Development and Initial Implementation