

# DCR OBJECTIVE MAP

Invest in innovation to modernize infrastructure	Re-envision and strengthen the workforce	Build and strengthen partnerships	Use clear and consistent communication to educate and build trust	Expand access to services
<p><b><u>Objective #1:</u></b> Leverage Division-wide content to address the needs of internal team members.</p> <p><b><u>Objective #2:</u></b> Establish and foster a positive workforce culture within DCR.</p>	<p><b><u>Objective #1:</u></b> Provide effective resources to team members that add value to their daily work.</p> <p><b><u>Objective #2:</u></b> Strengthen workforce culture through Division-wide training programs and professional growth opportunities.</p>	<p><b><u>Objective #1:</u></b> Prepare for and sustain effective engagement within Missouri’s marijuana industry.</p> <p><b><u>Objective #2:</u></b> Utilize Division-wide working groups to strengthen and create beneficial relationships.</p>	<p><b><u>Objective #1:</u></b> Create consistent expectations of DCR from stakeholders.</p> <p><b><u>Objective #2:</u></b> Implement Division-wide standards for effective internal communication practices and team member involvement.</p>	<p><b><u>Objective #1:</u></b> Maintain continuous stakeholder-focused evaluation of DCR communications and intake processes to reduce the barriers and expand public access to educational information.</p> <p><b><u>Objective #2:</u></b> Develop strategic and sustainable partnerships with stakeholders in underserved and disproportionately affected communities.</p>
<p><b>Crosscutting Objectives: Prepare for the increase in the aging population:</b></p> <p><b><u>Objective #1:</u></b> Provide education materials in many different, inclusive formats.</p> <p><b><u>Objective #2:</u></b> Modernize communication approach to provide industry leaders an opportunity to strengthen community bonds.</p>				