

Strategic Plan Outline

Situation Analysis

- External – socio-economic-political
- “Industry” trends
- Institutional landscape
- Demographic and psychographic trends and issues
- Internal

Strategic Issues / Decisions

- Fundamental, core

Mission

- Purpose, short declarative and simple – why you exist

Vision

- Descriptive, visual image of what it looks like when you are successful

Imperatives

- Those things you must do, to the exclusion of all else, to be successful moving forward

Goals

- Specific, detectable, realistic *outcomes* / results - what you will accomplish

Objectives

- How you achieve goals – the few overarching strategies (not all the tasks) towards outcomes

Operating Plan

| Strategic Goal 1 | Critical Tasks | Necessary Outcome | Staff/ Board/ Volunteer Responsibility | Due Date |
|------------------|----------------|-------------------|--|----------|
| Objective 1 | | | | |
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| Objective 2 | | | | |
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| Objective 3 | | | | |
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