

STRATEGIC PLAN: A practical, action-oriented blueprint that directs goal-setting and resource allocation to achieve meaningful results over specified timeframe.

MISSION: A brief, comprehensive statement of the purpose of an entity. A mission answers the question: *Who are we now?*

VISION: A description of the desired future of an entity. A vision answers the question: *What do we aspire to be in the future?*

CORE THEME: A representation of an institution’s interpretation of its mission and translation of that interpretation into practice.

Example: Excel

STRATEGY: The means or broad approach by which an entity will achieve its mission. A strategy answers the question: *What is the end result we seek?*

Example: Broaden and deepen student success initiatives through distinctive and meaningful educational opportunities.

GOAL: Broad statement of what an entity hopes to achieve by end of Plan. A goal answers the question: *What are we going to achieve?*

Example: Strengthen SUU’s academic programs and support services designed to promote student success.

Objective	Goal Owner	Action Plan	Timeline	Resources Needed	Indicator(s) of Achievement	Target	Desired Outcome(s)	Status
Specific, measureable activities that further define each strategy’s goal. Example: Expand SUU’s collaboration with local national/state parks.	Presidential Cabinet member that oversees the area where the goal resides. Example: Cook	Detailed description of the steps used to implement each goal’s objective(s). Example: * Develop partnerships with Great Basin, Zion and Bryce Canyon; along with local state parks. * Expand interagency internship cooperatives to link SUU students to parks and land agencies throughout the state.	Implementation schedule for each objective. Example: 2015-18	Means needed to successfully achieve objectives. Example: Personnel hours	Specific, observable and measurable characteristics that can be used to show progress towards achieving an objective. Example: * # of articulation agreements between SUU and the local state/national parks * # of internship cooperative with parks/agencies * # of students utilizing articulation options	Preset end result(s) to achieve in order to reach a specified objective. Example: * 5 state/national articulation agreements * 25 internships * 175 students using the articulation agreements	Preferred end result for each objective. Example: Academic programs that embrace the University’s unique local assets through the provision of meaningful national/state park experiences at the learning and exploring levels.	Indicator of an objective’s current standing. (See Tracking Mechanism below)

Strategic Plan 2015-22 Tracking Mechanism

Status Indicator Symbol	Indicator Title	Indicator Definition
	Blue	A blue circle indicates that the strategy/objective is complete. All objectives within the strategy need to be in blue status for the strategy to be considered complete.
	Green	A green diamond indicates that the strategy/objective is running according to schedule and on budget with no known issues.
	Yellow	A yellow triangle indicates that there are issues with staffing, scheduling or budget. The strategy/objective could be put back on course with corrective action(s).
	Red	A red hexagon indicates that the strategy will be delayed or unachievable due to significant staffing, scheduling or budget deficiencies. The strategy may need to be restructured to meet the objective.

Strategic Plan Process 2015-22

