**Strategic Planning Terms**

**Action Plan:** Detailed description of the steps used to implement each goal’s objective(s). An action plan outlines how one will achieve its objectives.

**Core Theme:** A representation of an institution’s interpretation of its mission and translation of that interpretation into practice.

**Desired Outcome:** Preferred end result for each objective.

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

**Goal Owner:** Presidential Cabinet member that oversees the area where the goal resides.

**Indicator of Achievement:** Specific, observable and measurable characteristics that can be used to show progress towards achieving an objective.

**Input:** Resources used to accomplish a goal, e.g., employees, equipment and finances.

**Logic Model:** A graphic depiction of an objective’s action plan, allowing relationships to be clearly viewed and understood.

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

**Needs Assessment:** A structured process to determine the needs of a designated group/program.

**Objective:** Specific, measurable activities that further define each strategy’s goal.

**Output:** The final product in the form of a good or service.

**Resources Needed:** Means needed to successfully achieve objectives.

**Stakeholder:** Individuals who are directly/indirectly affected by the organization; e.g., students, employees, Board of Trustees, donors, community members and taxpayers.

**Status:** Indicator of an objective’s current standing.

**Strategy:** The means or broad approach by which a program will achieve its goals.

**Strategic Plan:** A practical, action-oriented guide based on an examination of internal and external factors that directs goal-setting and resource allocation to achieve meaningful results over time.

**Stretch Goal:** Goals that are perceived as challenging, yet achievable.

**SWOT Analysis:** A tool that identifies an organization’s strengths, weaknesses, opportunities and threats in order to further advance the organization.

**Target:** Preset end result(s) to achieve in order to reach a specified objective.

**Throughput:** The resources that are expended to achieve the end result.

**Timeline:** Implementation schedule for each objective.
Tracking Mechanism: A system for following progress made towards a strategic plan’s goals and strategies.

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