

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, measureable 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?*