

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				
Objective 2				
Objective 3				