

STRATEGIC PLANNING MODEL

Mission

- Why do we exist?
- Who are our stakeholders?
- What are their needs?
- What is the University's plan?
- What are our primary functions for carrying out our mission?

Operating Principles

What are our organizational values and principles?

Vision

Where do we want to be in 3-5 years? What will be our stakeholders' needs?

Situational Analysis

This step can be integrated throughout the process.

- Where are we now?
- What are our stakeholders' needs?
- What do our assessment data tell us?
- What are we doing well?
- What can we improve?
- External opportunities/threats?
- What is happening in the external environment? Trends?

Strategic Priorities

- In what major directions will we focus our efforts to advance toward our vision?
- How do our strategic priorities support those of our school/college/division and the University?
- With whom will we link to accomplish these goals?
- How will we know we've improved?
- What will we stop doing or do differently?

One Year Action
Planning, Budgeting,

and Process Improvement

Periodic Checks