

# Your Blueprint for Strategic Planning: A Checklist

**Strategic planning creates a blueprint for a shared understanding of priorities.** It also sets the stage for evidence-informed decision-making as you advance your mission. Yet the process can be time-consuming and difficult. Are you ready to start planning?

## STEP ONE: Know what your strategic plan should ask

- Where are we now?
- Where do we want to be?
- How do we get there?
- Is our vision realistically achievable?
- How will we know if we are achieving our goals?
- What changes should we make to improve our effectiveness?

## STEP TWO: Set yourself up for success

- Designate a point person
- Engage stakeholders
- Clarify roles and responsibilities (point person, committees, senior leadership, board)
- Create a timeline
- Clarify terminology
- Revise your mission
- Conduct a situational analysis: SWOT, SOAR, gap analysis, environmental scan
- Clarify your vision
- Establish goals (multi-year) to achieve the vision and fulfill the mission

## STEP THREE: Start planning

- Develop strategies to meet the goals
- Create action plans with clear timelines and responsibilities
- Develop success measures and KPIs
- Create an implementation plan for your strategic plan
- Evaluate your strategic plan and your process
- Review and revise

### THE MOST EFFECTIVE STRATEGIC PLANS ARE:

Future-oriented

Flexible

Responsive

### TIPS

Utilize tools and processes that allow for institution-wide collaboration

Align your objectives, goals, operational and learning outcomes, and assessment data



It's not the plan itself that matters most, it is the process."

Hinton, K (2012)

## Your data works better when it's working together.

The Campus Labs® platform will help you combine your information and organize your strategic planning efforts. Use the tools to align action plans, outcomes achievement data, and assessments. Provide evidence of progress in your planning, accreditation, and program review processes. The platform also enables you to link your objectives to your goals and your vision statement to your mission.

