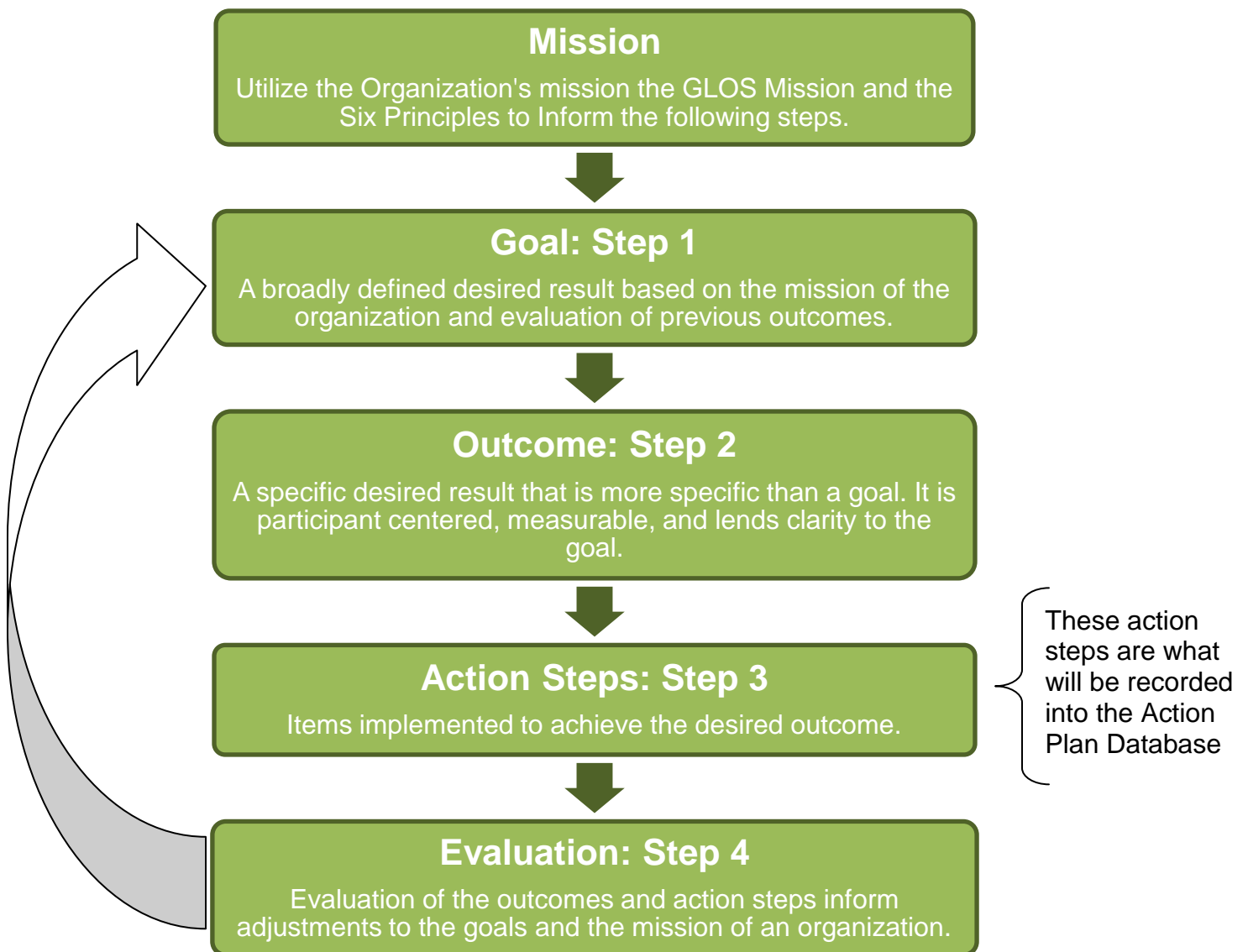


# STRATEGIC PLANNING AND THE ACTION PLAN PROCESS

To do proper strategic planning you need to start with an understanding of the **mission of your organization** and **the issues facing your organization**. From the mission and issues one can derive **a set of goals**. These goals then lay the foundation for developing **desired outcomes**. These outcomes finally are manifested in **action steps** that are recorded in the action plan. **Evaluation** of the action steps and outcomes then help to inform future goals.

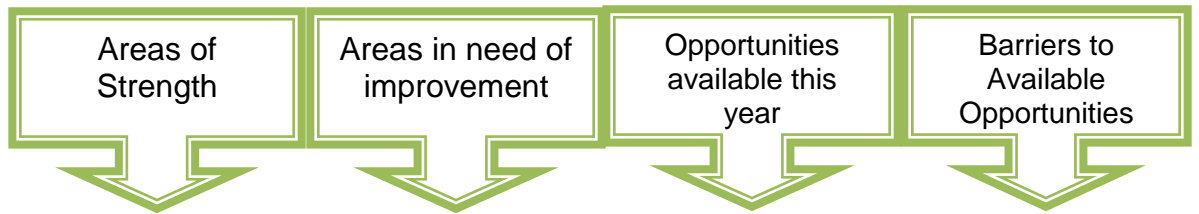
## Start with a desired result and plan towards it



# Goals: Step 1

**Goals offer definition and direction; they need to start with questions.**

This table can help you develop your goals. Across the first column there are the core values of the GLOS mission (these same values are used in the action plan). Along the top row are items that when defined will be a guide to developing goals in each area. You can use this table or create your own goals.



	Areas of Strength	Areas in need of improvement	Opportunities available this year	Barriers to Available Opportunities
Scholarship				
Accountability				
Leadership				
Brotherhood/ Sisterhood/ Siblinghood				
Inclusivity				
Service				
Other				

## Outcomes: Step 2

If goals are about definition, then outcomes are about clarification. Successfully meeting an outcome should let you know that you are accomplishing your goal. Goals can have a single outcome or multiple outcomes.

### Ask the question: If I succeed in this goal what would it look like?

**Outcomes are S.M.A.R.T.**

**Specific:** Clear and definite terms describing what is expected

**Measurable:** Describe or indicate of what can be measured to determine success (quantitative or qualitative)

**Aggressive but Attainable:** Consider stretch targets to improve program

**Results-Oriented:** Describe what standards are expected

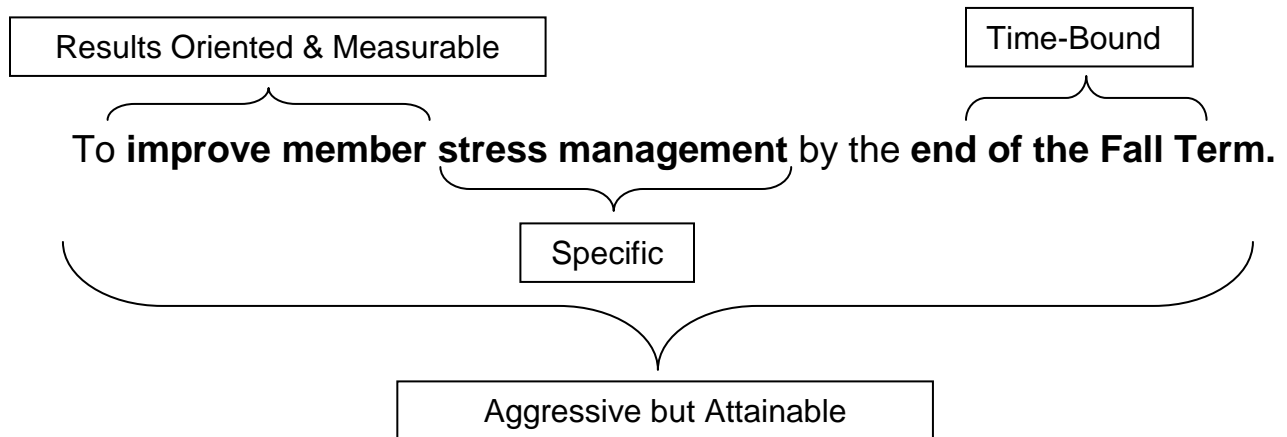
**Time Bound:** Describe where you would like to be within a specified period of time

### Outcome Example:

**Goal:**

Under the principle of Accountability – the goal is to improve the organizations involvement in wellness programs.

**Outcome:**



## Action Steps: Step 3

We have finally reached the stage of execution. These steps are carried out to realize your outcomes. In turn, when your outcomes are met they help you to attain your goals. These steps are documented in the action plan and provide your cookbook recipe for executing your plan.

### **Action Steps help you realize your outcomes.**

#### **Action Step Example:**

**Outcome:** To improve member stress management by the end of the Fall Term.

**Action Steps to choose from:**

- Invite Health Resources to conduct a Stress Management Workshop at the beginning of the Fall term.
- Invite Health Resources to conduct a meditation workshop at the end of the Fall term
- Host a stress free week in the middle of the Fall term.
- Host study breaks during midterms and finals.
- Plan a trip out of town for the organization.

To input action steps go to: <http://cfs.dartmouth.edu/dartmouth/>

## Evaluation: Step 4

### **How did we do?**

Evaluation is the final necessary step to a good strategic plan. Without evaluation you cannot determine if you have achieved your goal. The action plan program allows you to document your progress and evaluate the action plan by termly performance reports. These reports are filed out at the same action plan site.

When filing your performance reports, it is important for you to note your own progress and determine for yourself if you have achieved what was necessary over the course of the term to achieve your goals.