Strategic Planning Redux

3rd Face-to-Face
INF 387C

Recap Strategic Planning Process

• Where we are
• Where we want to be
• How do we get there

Strategic Planning

• Organizational self-analysis
• Focuses on organizational values
• Draws from the mission statement
• Many different ways to approach
Planning Terminology

• Goal: purpose toward which effort is directed
• Objective: measurable action to be achieved
• Strategy: guide for making decision
• Activity: predetermined act toward achieving objective
• Policy: written guideline for action

Planning Hierarchy

Mission

Goal

Objective

Activity

Objective

Activity

Objective

Activity

Objective

Activity

Objective

Activity

Objective

Activity

Mission Example

• To acquire, organize, provide access and offer guidance to a range of information materials, and services to fulfill the intellectual and educational goals of individuals at the university
Goal and Objective Example

• Improved online reference service to all students
  – By 2007 funding for online services will be increased by 25% in real dollars (adjusted for rises in costs of materials.)