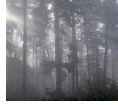


## Strategic Planning Redux

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3rd Face-to-Face  
INF 387C

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## Recap Strategic Planning Process

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

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## Strategic Planning

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

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## Planning Terminology

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- 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

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## Planning Hierarchy

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## Mission Example

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- 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

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## Goal and Objective Example

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- 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.)

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