

# Strategic Planning

Statements create a sense of direction and opportunity; they both are an essential part of the strategy-making process.

A **Mission statement** tells you the fundamental purpose of the organization. It defines the customer and the critical processes. It informs you of the desired level of performance.

A **Vision statement** outlines what the organization wants to be, or how it wants the world in which it operates to be. It concentrates on the future. It is a source of inspiration. It provides clear decision-making criteria.

## What's the difference between a Mission and Vision statement?

A mission statement provides a path to realize the vision in line with its values. These statements have a direct bearing on the bottom line and success of the organization.

**Values:** Beliefs that are shared among the stakeholders of an organization. Values drive an organization's culture and priorities and provide a framework in which decisions are made. For example, "Knowledge and skills are the keys to success" or "give a man bread and feed him for a day, but teach him to farm and feed him for life". These example values may set the priorities of self-sufficiency over shelter.

**Goals, objectives and targets:** One of the core goals when drafting a strategic plan is to develop it in a way that is easily translatable into action plans. Most strategic plans address high level initiatives and over-arching goals, but don't get articulated (translated) into day-to-day projects and tasks that will be required to achieve the plan. Terminology or word choice, as well as the level a plan is written, are both examples of easy ways to fail at translating your strategic plan in a way that makes sense and is executable to others.

At Mission College, goals provide direction and focus for the department or service and then provide input to overall college planning. The **SMART (Specific, Measurable, Attainable, Results-oriented, Time-bound)** system is used to define goals. Goals should be derived from data and should focus on the greatest areas in need of improvement.