

PSEA Strategic Planning Glossary

Vision: Describes the future we seek to create.

Mission: Describes who we are and states our purpose.

Goal Area: An abbreviated phrase that captures the general intent of the goal statement.

Goal: Elaborates on the mission statement but is developed with greater specificity on how the organization will carry out its mission.

Objective: Specifies a benchmark for measuring progress toward the achievement of the goal.

Other Related Terms

- **Annual Organizational Priorities** Opportunities or challenges created by unforeseen emerging conditions necessitate the setting of Annual Organizational Priorities and require a coordinated organizational response. These priorities cut across all divisions and are effectively defined when we solicit the input of a wide variety of staff and governance with relevant expertise. These priorities guide the development, submission, approval, funding and implementation of activity, project and program proposals. Priorities help in deciding among proposals that require organization-level choices regarding the allocation of limited resources and/or organizational change. The Annual Organizational Priorities are NOT a comprehensive list of our objectives or everything the institution values or is trying to achieve. They do not replace the obvious obligation of all departments to continue to plan and innovate in ways that use the existing resources in more effective and efficient ways.
- **Benchmark** States the expected progress to be achieved over a defined period of time. It is a quantifiable description of the intended result, effect, or consequence that will occur from carrying out an activity, project or program.
- **Core Values** General guiding principles that govern all activities.

- **Five Phases of Strategic Planning**
Continuous planning process that includes ongoing assessment.
 - ✓ ***Phase One:*** Review and update of the organizational priorities (October - Mid-January)
 - ✓ ***Phase Two:*** Operational planning (January – April)
 - ✓ ***Phase Three:*** Budget development (April – June)
 - ✓ ***Phase Four:*** Communication and alignment (June – September)
 - ✓ ***Phase Five:*** Implementation (On-going)
- **Strategies**
Key activities, projects and programs that we develop to achieve both goals and objectives. Components of an effective strategy may span several years and are subject to periodic review for effectiveness and relevancy. Key stakeholders from governance and staff participate in the identification of key activities, projects, and programs.

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