

Planning Terminology

Mission Statement: A broad description of what we do, for whom we do it, and our distinctive competencies. It describes the current purpose or philosophy of the college and our commitment to student learning and success.

Vision Statement: Describes what we want the college to look like, in ideal terms, in the future: both the results we would like to achieve and the characteristics we will need to possess in order to achieve those results. The Vision Statement provides direction and inspiration for the Strategic Plan.

Values: Statements of core priorities in the college's culture that guide how we operate. They provide ways of choosing among competing priorities and guidelines.

Strategic Directions: A list of three to five statements that will determine the major directions or thrusts of planning for the next three years.

Goals: Statements of what the college hopes to achieve in the next three years in order to attain the agreed upon directions. Goals focus on outcomes or results, and are SMART (Specific, Measurable, Achievable, Realistic, and Timely).

Strategies: Statements of approach and methods for attaining goals and resolving specific issues. While the Strategic Directions and Goals are set for the entire three year period of the plan, strategies are more fluid and may be altered and reprioritized during the implementation period of the plan.

Mission Statement → current/indefinite
Vision Statement → ideal future
Values → current/indefinite
Directions → 3 years
Goals → 3 years
Strategies → 1-3 years