

**Division of Student Affairs
Strategic Planning Language**

- **Why** – A statement of why we are organized in such a way and public, inspiring statement of “why” we do what we do
- **Vision** – a vivid aspiration for the future of the organization based on the mission
- **Mission** – a statement of purpose for the organization
- **Values** – the guiding principles with which the organization agrees to work towards the vision and mission
- **Goals** – a complete and broad set of organizational priorities that lead to the accomplishment of the mission and eventually the vision
- **Objectives** – specific initiatives, programs or services at the department level directed towards accomplishing each goal. They are thoughtful, planned, and intentional activities. When appropriate, these can and should be collaborative created so that multiple departments have buy-in and assist in completion.
- **Tasks** – concrete steps necessary to accomplish the larger objective. Some may call these action items or refer to them as a to-do list.
- **Standard operating procedures** – activities that focus on day-to-day, or short-term actions. These do not belong in a strategic plan.
- **Process Indicators** – data that describes the extent to which a process is working
- **Outcome Indicators** – data that informs whether a desired outcome was achieved and to what extent
- **Key Performance Indicators (KPI)** – KPIs are data points that help an organization define and measure success toward organizational goals. KPIs can include both qualitative and quantitative data.
- **Mid-Year Report** – this report is completed in December and provides a summary of what was accomplished, progress made in other areas, allows Departments to re-tool slightly when necessary, and identified barriers before the end of the year.
- **Annual Report** – this report is completed in June and provides a detailed report of what was accomplished throughout the year. It includes both measures and outcomes to assess progress, using data.