Strategic planning is an ongoing process that an institution uses to achieve its mission. It involves a deliberate and thoughtful analysis of the institution’s current state, the condition of its environment and the effects it has on the institution, the anticipation of future scenarios, and the development of strategies to reach desired goals. It is a means by which the institution focuses its energies and resources. It provides a context, a framework, and a direction for the institution to create its desired future. In the rapidly changing landscape of higher education, universities and colleges, in particular, must establish plans that are flexible, adaptable, and innovative.

**Goals of the Strategic Planning Process**

- Focus strategic goals on the mission, vision, values, and goals of the College.
- Create a clearly articulated and realistic set of strategic goals.
- Prioritize strategic goals with a plan to review priorities annually.
- Formulate an overall action plan with specific steps to achieve the goals.
- Define responsibilities and set a timeline for implementation of plan.
- Write a plan that is clear, understandable, and available to everyone.
- Paint a picture of a defined future for the College.
- Develop a system to monitor and evaluate progress towards goals.
- Increase strategic thinking and acting across campus.
- Promote opportunities for cooperation and integration of resources.

**Guiding Values and Principles of the Strategic Planning Process**

**Values**

- Respect—for others’ ideas and the process itself
- Integrity—in assessing conditions and expressing views
- Inclusiveness—by seeking input from all constituencies
- Future-oriented—to create desired outcomes
- Stewardship—by considering sustainability
- Student-centered—by keeping students’ needs the top priority
- Flexibility—in thinking about possible strategies and actions

**Principles**

- Embrace the process of self-examination to identify key issues.
- Consider multiple campus-wide perspectives to create the best overall plan.
- Recognize the interdependence of all campus groups and activities.
- Seek broad participation of both internal and external stakeholders.
- Base plans and decisions on research, data, and reflection.
- Examine carefully the past, present, and future before making strategic decisions.
- Build consensus for the process by listening to everyone’s opinions.
- Practice an attitude of curiosity and openness.