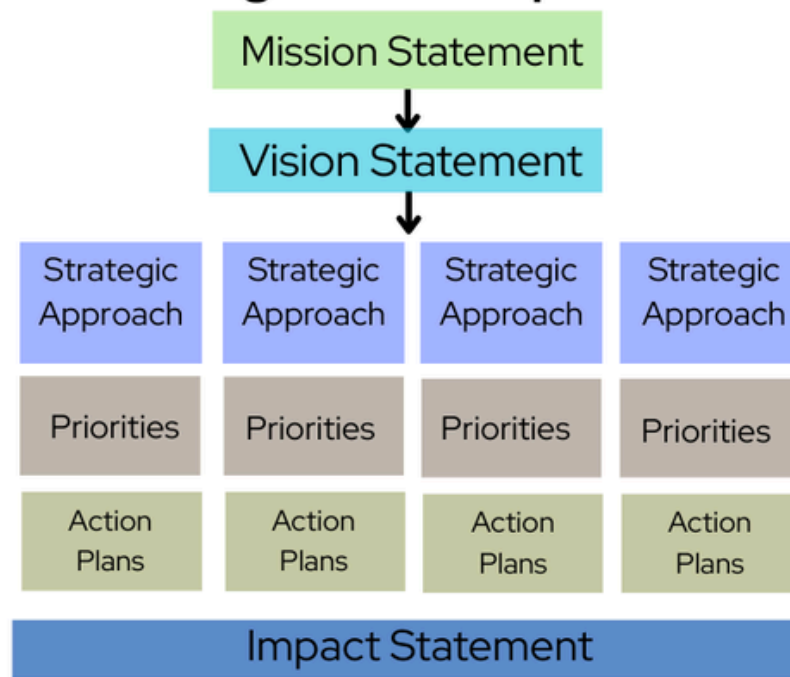


Strategic Plan Components



Mission Statement	Why you exist, your purpose, your “Why”
Vision Statement	The world you envision when your mission is achieved
Strategic Approaches	The distinctive approaches you take to achieve your mission; drives what you will and will not do Timeframe: Hold true through entirety of plan
Priorities	The specific activities you undertake in furtherance of the Mission and in alignment with the Strategic Approaches Timeframe: 1-3 years; can be adjusted based on changes in the ecosystem
Action Plans	Specific steps taken, projects and programs launched to advance the Priorities; typically includes responsibility assignments and resource requirements Timeframe: 3-6 months, can be adjusted based on ongoing evaluation
Impact Statement	Unifying statement that brings it all together; describes clearly what happens when you succeed, where, and for whom, and includes specific metrics