

## KEY ELEMENTS IN STRATEGIC PLANNING PROCESS

- 1. Communication Strategy:** creation of a communication strategy is essential for effective development and implementation of a strategic plan. It must be determined who will be involved in the planning process, how they will be involved, what will be communicated and to who it will be communicated.
- 2. Strategic Planning Team:** the development of a core team of leaders/thinkers is necessary for the effective creation of a strategic plan. Each member should represent a key function and/or interest group of the district to ensure the plan has comprehensive input and buy-in. The team should meet regularly and have clearly defined tasks to accomplish.
- 3. Core Values:** represent the district's fundamental beliefs in how it wants to operate. Values provide a guideline for the board and staff to demonstrate desired district behaviors that directly relate to the preferred district culture.
- 4. Mission Statement:** is a brief definition of what the district does, who it does it for and what its purpose is.
- 5. Vision Statement:** is what the district wants to become in the next three years. The direction of the district should be broad enough to include all areas of impact but narrow enough to clearly define a path.
- 6. Strategic Goals:** are broad-based strategies needed to achieve the district's vision for the future.
- 7. Performance Indicators:** are specific, measureable and realistic targets that achieve strategic goals. The indicators are assigned to individuals who are accountable for them during the implementation process.
- 8. Implementation Strategy:** once the plan has been outlined a tactical strategy is built that prioritizes the strategic goals and aligns district resources. Each year a new set of accountability measures are put in place to ensure implementation progress takes place.
- 9. Monitoring of the Plan:** during implementation of the plan it is essential to monitor the success and challenges of strategic goals, performance indicators, and the accountability system. When assessing the plan it is mandatory to periodically evaluate the metrics for the goals and indicators. It may be necessary from time to time to retool the plan and its assumptions if any elements of the plan are not making satisfactory progress.