

# inFocus Strategic Thinking Quick-Check: Key Components of Your Plan

## Envisioning Phase

- Priority Statement
  - current reality + future trend
  - recommend 3-5 per institution
- Strategic Theme
  - developed from priority statements
  - “bucket” – two to three word description

## Planning Phase

- Objective
  - “output” of the priority statement and strategic theme from Envisioning
  - represents intended outcomes
  - similar to a goal statement
  - one per priority statement
  - answers the question – “how will we achieve the priority?”
- Critical Initiative
  - evidence-based practices
  - guide the implementation of actions
  - answers the question – “what we’ll do...”
  - will have multiple per objective
- Intended outcomes
  - aligned to one critical initiative
  - answers the question – “what will we strive to achieve from the critical initiative?”
- Key Measures
  - indicators that track the progress of each critical initiative
  - can have multiple to measure each critical initiative
  - are not stated like “60% of students..”
  - answers the question - “how we’ll know if we’re achieving the objective”

## Implementing Phase

- Activities
  - break down critical initiatives into actionable activities
  - how the critical initiative will be approached or implemented
- Activity Measure
  - linked to specific activities within critical initiatives
  - source of data
  - evaluates the effectiveness of activities in completing the work of critical initiatives