THE FRAMEWORK

The framework we will follow in creating the Strategic Plan is simple and as follows:

- **Vision statement**: Sometimes called a picture of the University in the future, it is the inspiration, the framework for strategic planning.

- **Mission statement**: Clarifying the essence of an organization’s existence, it describes the needs an organization was created to fill and answers the basic question of why it exists.

- **SWOT Analysis** (Strength, Weaknesses, Opportunity, Threats): During this analysis, planners can use a variety of assessments, or methods to "measure" the health of the organization.

- **External Environment Scan**: Typically, the scan includes variables like demographics, economic and budgetary issues, current research.

- **Goals**: Specific accomplishments (output) that must be accomplished in total, or in some combination, in order to achieve some larger overall result preferred from the system, for example, the mission of an organization, are the goals.

- **Strategies**: To accomplish the goals, strategies are developed by which the University establishes objectives, associates responsibilities and timelines to each goal, and communicates the plan.

- **Evaluation and Control**: This is where the University:
  - Establishes its acknowledgement of success
  - Makes necessary changes
  - Performs measurements