

Strategic Plan 2014-2018

Strategic Direction	Strategic Direction	Strategic Direction
Goal #1 Tactic #1 Tactic #2 Tactic #3	Goal #1 Tactic #1 Tactic #2 Tactic #3	Goal #1 Tactic #1 Tactic #2 Tactic #3
Goal #2 Tactic #1 Tactic #2 Tactic #3	Goal #2 Tactic #1 Tactic #2 Tactic #3	Goal #2 Tactic #1 Tactic #2 Tactic #3
Goal #3 Tactic #1 Tactic #2 Tactic #3	Goal #3 Tactic #1 Tactic #2 Tactic #3	Goal #3 Tactic #1 Tactic #2 Tactic #3
Goal #4 Tactic #1 Tactic #2 Tactic #3	Goal #4 Tactic #1 Tactic #2 Tactic #3	Goal #4 Tactic #1 Tactic #2 Tactic #3

Strategic Direction

- Visionary
- A defined course of action
- Leads to achievement of a set of goals
- Intended to support the realization of key vision, mission, and core values for the time period covered
- Responsive to the stakeholders we serve

Strategic Goal

- Specific objectives to achieve the Strategic Direction
- Define the thrust of the strategic direction focus
- SMART: Specific, measureable, attainable, realistic, timely

Strategic Tactic

- An action to achieve a short-term outcome
- Supports achievement of a goal
- Might be a planned action, procedure, or a task to achieve the goal