

SJVC STRATEGY TERMS

Vision	An aspirational description of what an organization intends to achieve, in the mid or long-term.
Strategy	An integrated set of choices that position an organization to achieve superior outcomes over the long run.
Strategic Theme	Alignment of strategic objectives to a contributory, unifying aim.
Objectives	Statement of what must be achieved and what's critical to strategic success.
Measures	<p>How success in achieving the strategy will be measured and tracked.</p> <p><u>Filters in determining measures:</u></p> <p><i>Strategic:</i> Does the measure track progress toward achieving the objective?</p> <p><i>Actionable:</i> Will you be able to do anything about it? Will it help you make decisions?</p> <p><i>Operational:</i> Is it something you are able to collect? Can people understand it and do they believe it?</p> <p><i>Economical:</i> Is the cost of collecting the information feasible?</p>
Targets	The level of performance or rate of improvement needed, on a measure.
Initiatives	<p>Key action plans required to close the performance gap between current state and target, moving an organization toward achievement of strategic objectives.</p> <p><u>Strategic Initiatives should have:</u></p> <ul style="list-style-type: none">Accountability at the SM (institutional) or CD (campus) levelClearly defined start/stop dates with milestonesClearly defined deliverablesA budgetCommitted resource allocation (e.g. real employee hours)Significant positive impact on a strategic measure
Alignment	The process of bringing the actions of an organization's various members into line with its stated objectives.
