



Strategic Planning Checklist for Unit-Level Strategic Plans

Each division and corresponding administrative units or academic schools must develop a five-year rolling Strategic Plan, consistent with the College of Charleston Strategic Plan. The plan is intended to help chart a course of action for the next five academic years, and should be assessed and revised to reflect the upcoming five years.

Components of Strategic Plans

Strategic Plans should consist of, at least, the following components:

- Mission Statement: Does your mission statement describes the purpose for which the division or school exists?
- Vision: Does your vision statement provide a clear and motivating message about what your unit will look like in the future if it succeeds in implementing its strategies? Does your vision statement define the desired or intended future state of your unit in terms of its fundamental objective and strategic direction?
- Values: Do your values reflect the important and lasting beliefs or ideals shared by the members of an organization?
- Goals: Are your goals broad statements that describe long term directions of where you want to be over a 5-10 year period? Are your goals aligned to the mission? Are your goals ambitious yet achievable?
List a minimum of 3-5 goals.
- Outcomes: Are your outcome statements written in clear, specific and measurable terms? Do they describe what actions will be need to be achieved in order to demonstrate progress toward the goal(s)?
- Strategies: Does each outcome list specific actions to be implemented? Are your strategies action oriented?
- Measures (Key Performance Indicators): Have you developed a set of Key Performance Indicators (KPI) that will help track progress on the outcomes, provide evidence of progress toward the outcomes, and demonstrate success? Do the measures provide quantifiable data for documenting success or establishing areas in need to further work?
Develop a minimum of 1-5 KPIs to measure the achievement of each outcome.
- SWOT analysis results: What are the division/unit/school's strengths and weaknesses (internal forces) as well as opportunities and threats (external forces)? Does your review of these guide the unit's development of its strategic plan?

- Trade-Offs: Given current resource constraints, what resource allocation decisions (or trade-offs) have to be made to accomplish the strategic actions?
List opportunities that cannot be pursued or strengths that cannot be leveraged.

Timeline for Tracking Progress of the Strategic Plan

- April 30: Annual Action Plan describing specific, measurable action steps for the upcoming academic year to accomplish your Strategic Plan, submitted in Compliance Assist.
(For example, on April 30, 2016, an Annual Action Plan for academic year 2016-2017 would be submitted).
- July 15: Annual Report with evidence of achievement and related budget acquisition or expenditures for the previous academic year submitted in Compliance Assist.
(For example, on July 15, 2017, an Annual Report for academic year 2016-2017 would be submitted).

Access to Compliance Assist

ComplianceAssist! is a web-based tool for documenting, tracking and reporting division/unit/school assessment efforts. Access to the software is provided by OIEP.

1. Use the link on OIEP's website: <https://cofc.compliance-assist.com> (Google Chrome is preferred)
2. Login with CofC Username and Password
3. Select Planning
4. Select My Dashboard
5. Select Strategic Plans tab
6. Select the appropriate division/unit/school's using organizational chart on left (to expand chart, select the plus button)
7. Select Edit Filter to change the year, if needed