



NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

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STRATEGIC PLANNING OUTLINE Academic Departments, Programs, and Service Units

Engaging in a strategic planning process creates a framework for determining the direction a department/program/unit should take to achieve its desired future. Planning encourages dialogue between stakeholders and fosters a sense of ownership of the plan's outcomes. Working together towards accomplishing consensus goals also raises the vision of key participants and encourages them to reflect creatively on future directions. Further, the strategic plan helps to set priorities as the department/program/unit aligns itself with A&T's goals and with the environment. Overall, the strategic plan also provides a structure for achieving competitive advantage.

I. Brief Overview of Departments, Programs, and Units

II. Strategic Plan

- A. Vision *(Describe the ideal future envisioned for the department/program/unit in the next three to five years.)*
- B. Mission *(Explain the purpose for the department's/program's/unit's existence.)*
- C. Goals/Objectives *(State each goal and include the information below for each one.)*
 1. Outcomes Achieved/Results *(Briefly report the major achievements and progress toward the goal. Complete this section after the plan has been in place for at least one year.)*
 2. Assessment Measurements *(Describe the qualitative or quantitative measures used to assess outcomes, e.g., surveys, retention data, questionnaires, etc.)*
 3. Assessment Procedures *(Explain how the assessment tools will be used to collect the required data/information, e.g., distribute employer survey biennially, survey alumni annual, etc.)*
 4. Administration of Assessment Procedures *(List the title of the person[s] responsible for handling the assessment, e.g., collecting, analyzing and reporting the data/information.)*
 5. Program Improvements *(Describe how the findings were, or will be, used to improve the program, e.g., curriculum revision, enrollment management, budget planning, etc. Complete this section after the plan has been in place for at least one year.)*

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