

**Appendix C:  
Template  
Planning Group Strategic Plan  
Eastern Kentucky University**

**Eastern Kentucky University**

**Planning Group Name**

**Strategic Plan**

**Planning Cycle: 2003-2006**

**Date of Submission: November 1, 2004**

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Executive Summary**

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Description of Planning Group**

Members

Vision Statement & Values

Mission Statement

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**Planning Group:  
Goals and Strategic Directions  
Evaluation Methods and Results**

- I. Goal 1: Description (**minimum of 3 goals**)
  - a. Strategic Direction 1.1: Description (**minimum of 1 per goal**)
    - i. Category Indicator: No \$ Planning, \$ Planning, No \$ Educational, \$ Educational
    - ii. Key Performance Indicator(s) (KPIs) & Criterion
    - iii. Results/Observation, Use of Results/Observations, & Follow-up
    - iv. Linkages to EKU goals/strategic directions
  - b. Strategic Direction 1.2: Description
    - i. Category Indicator: No \$ Planning, \$ Planning, No \$ Educational, \$ Educational
    - ii. Key Performance Indicator(s) (KPIs) & Criterion
    - iii. Results/Observation, Use of Results/Observations, & Follow-up
    - iv. Linkages to EKU goals/strategic directions
  
- II. Goal 2: Description
  - a. Strategic Direction 2.1: Description
    - i. Category Indicator: No \$ Planning, \$ Planning, No \$ Educational, \$ Educational
    - ii. Key Performance Indicator(s) (KPIs) & Criterion
    - iii. Results/Observation, Use of Results/Observations, & Follow-up
    - iv. Linkages to EKU goals/strategic directions
  
- III. Goal 3: Description
  - a. Strategic Direction 3.1: Description
    - i. Category Indicator: No \$ Planning, \$ Planning, No \$ Educational, \$ Educational
    - ii. Key Performance Indicator(s) (KPIs) & Criterion
    - iii. Results/Observation, Use of Results/Observations, & Follow-up
    - iv. Linkages to EKU goals/strategic directions
  - b. Strategic Direction 3.2: Description
    - i. Category Indicator: No \$ Planning, \$ Planning, No \$ Educational, \$ Educational
    - ii. Key Performance Indicator(s) (KPIs) & Criterion
    - iii. Results/Observation, Use of Results/Observations, & Follow-up
    - iv. Linkages to EKU goals/strategic directions
  - c. Strategic Direction 3.3: Description
    - i. Category Indicator: No \$ Planning, \$ Planning, No \$ Educational, \$ Educational
    - ii. Key Performance Indicator(s) (KPIs) & Criterion
    - iii. Results/Observation, Use of Results/Observations, & Follow-up

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iv. Linkages to EKU goals/strategic directions

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**Environmental Scan**

I. External and Internal Trends

II. Strengths of Planning Group

III. Areas of Improvement for Planning Group

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One-year Budget Request**