

XV. Planning Groups: How to Develop Strategic Directions

Strategic Directions focus the planning group's work over the next 3 years in order for them to reach their goals; they are the specific areas (components) of the goal that you will be focusing on.

- ▶ Strategic Directions are the operational definitions of the goal.
- ▶ Strategic directions should be directly related to one or more goals and they should be linked to a key performance indicator.

How many strategic directions should I have?

Planning Groups Only:
Minimum of 1 per goal

So what is the difference between goals, objectives, and strategic directions?

Goals are broadly focused. Objectives and strategic directions have a specific focus and should be extensions of the goals.

Objective is the term used for reporting units; strategic direction is the term used for planning groups. Both objectives and strategic directions specify what aspect of the goal will be the focus of the unit for the current planning cycle.

Example:

Goal: To enhance customer satisfaction.

Strategic Direction: To reduce the number of complaints from customers.

The strategic direction specifies what aspect of customer satisfaction the unit is going to work towards enhancing during the current planning cycle.

Developing Strategic Directions: Where Do You Start?

Follow *the 7-step procedure* outlined in the Developing Objectives Section.

Follow steps for *Writing Educational and/or Planning Objectives*.

Example Strategic Directions

- ✚ Institutional Effectiveness will provide strategic planning related consultation and training to university members.
- ✚ ECU Libraries will increase access to resources.
- ✚ Equal Opportunity Office will develop the EO website into a valuable resource for the campus community.

How do I enter my Strategic Directions into TracDat?

Access the TracDat Manual Online:

www.oie.eku.edu