**H2 – Homework Assignment#2 – Business Planning**

**🔹 Assignment Overview**

You will collaborate with a partner to complete a strategic and operational planning worksheet for an **imaginary public library** located in rural south-western Ontario. While working in pairs is encouraged, **each student must submit their own completed worksheet**. Use **Week 2 PowerPoint slides** and other course resources (e.g., Thunder Bay Strategic Plan) to guide your work.

**✅ Submission Checklist**

* Use template
* Mission Statement
* SWOT Analysis
* Stakeholder Methods
* Strategic Direction + 3 Goals
* SMART Operational Goal
* Reflection
* Proofread for grammar/spelling
* Submit to DC Connect before due date

**📊 Evaluation Rubric – H2: Business Planning Worksheet**

**Total: 15 Marks (5 marks per category)**

| **Criteria** | **Level 1 (*1 mark)*** | **Level 2 *(2–2.5 marks)*** | **Level 3 *(3–4 marks)*** | **Level 4 *(5 marks)*** |
| --- | --- | --- | --- | --- |
| **1. Writing Quality** *Grammar, spelling, structure, clarity* | Writing is unclear or poorly structured. Frequent errors disrupt meaning. | Some unclear writing; errors may distract. Inconsistent formatting. | Mostly clear and organized. Minor errors do not interfere. | Clear, concise, well-organized. Free of errors. Strong formatting. |
| **2. Content & Application of Concepts** *Mission, SWOT, strategy, SMART goals, stakeholder insights* | Limited or inaccurate application of course concepts. Responses are vague or off-topic. | Partial understanding; lacks depth or clarity. Minimal use of stakeholder info or planning models. | Clear understanding with appropriate application of course content. | Insightful, thorough integration of strategic planning concepts and stakeholder needs. |
| **3. References, Formatting & GenAI Usage** *APA style, assignment structure, ethical AI use* | No references or formatting. Assignment structure ignored. GenAI use is missing or unethical. | Inconsistent or basic references. Formatting is weak. GenAI usage is unclear. | Mostly correct APA citations. Format generally followed. GenAI use (if any) is acknowledged. | Accurate APA citations. Fully follows structure. Transparent, ethical GenAI use (if used). |

**[TEMPLATE STARTS BELOW]**

**Durham College — MGMT 1224 (Section#)**  
**Assignment Title:** H2 – Business Planning Worksheet  
**Due Date:** [Insert Date]  
**Student Name:** [Insert Name]  
**Partner Name (if applicable):** [Insert Partner Name(s)]

**📌 Step 1 – Mission Statement**

**Write a mission statement** for your fictional library that reflects:

* The **library’s purpose or function**
* **Who** it serves
* **How** it fulfills its purpose

✍️ **Your Mission Statement:**

**📌 Step 2 – Situational Analysis (SWOT)**

Use the **Quizlet card sort-activity** and community/library profiles to list:

**Internal Strengths** (3):

**Internal Weaknesses** (3):

**External Opportunities** (3):

**External Threats** (3):

**📌 Step 3 – Strategic Direction & Goals**

**🔹 A. Stakeholder Engagement**

**List methods** to gather input from library users and non-users:  
(e.g., surveys, community focus groups)

✍️ **Stakeholder Input Methods:**

**🔹 B. Strategic Direction**

**Based on stakeholder feedback**, draft one strategic direction.  
*(See pages 18–22 of the Thunder Bay Strategic Plan for inspiration.)*

✍️ **Strategic Direction:**

**🔹 C. Three Supporting Goals**

List 3 goals that will help the library achieve the strategic direction.

**📌 Step 4 – SMART Operational Goal**

Choose one of your goals and create a SMART goal (Specific, Measurable, Achievable, Relevant, Time-bound):

**S – Specific:**

**M – Measurable:**

**A – Achievable:**

**R – Relevant:**

**T – Timebound:**

✍️ **Final SMART Goal Statement:**

**📌 Step 5 – Reflection**

**In 2–3 sentences**, explain how understanding mission statements, strategic planning, and operational goals will help you in a future career: