

Strategic Plan Template



Your Strategic Plan should contain the following sections:

1. Introductory Statement
2. Background Statement/History
3. Management Board and Staff
4. Organizational Tenets
 - 4.1 Organizational Vision
 - 4.2 Mission Statement
 - 4.3 Values
5. SWOT Analysis
 - 5.1 Strengths
 - 5.2 Weaknesses
 - 5.3 Opportunities
 - 5.4 Threats
6. Major Goals
 - 6.1 Specific Objectives
 - Action steps needed to achieve strategy
 - Person/s involved?
 - What year?
 - When complete?
 - Evaluation: How and by whom?
7. Evaluation
 - 7.1 Formative Evaluation
 - 7.2 Summative Evaluation