



GLOSSARY of general planning terms

Several key terms are used throughout Virginia Western Community College's 2008-2013 Strategic Plan:

Action plans are specific steps that a unit/division intends to take to achieve an objective that supports a strategic goal. Action plans may or may not have a budgetary impact.

Evaluative procedures represent the measures upon which our success in attaining objectives and goals will be assessed. Each procedure has a target *level* and target *date* at which and by when each goal may be accomplished.

Expected outcomes are quantifiable or measurable results of actions.

Goals are broad, long-term targets that contribute to the attainment of our mission and objectives.

Method of assessment is assessment criteria for measuring success and the accomplishment of objectives.

Mission is the role Virginia Western will play in society, rooted in our statutory purpose as provided by the Virginia legislature.

Objectives are specific and measurable targets that we seek to achieve as we fulfill our mission and institutional goals.

Situational/Needs Analysis is a process of arriving at a description of the current and projected situation of Virginia Western and the community it serves, which identifies needs that the College may wish to address.

Strategies and *action strategies* are the overall approaches used to achieve objectives and goals. These can be achieved through specific actions or activities.

SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is a form of situational analysis that describes the strengths, weaknesses, opportunities and threats to Virginia Western and the community it serves. Virginia Western's situational/needs analysis was used as the basis for its SWOT analysis.

Unit is a department or part of the College that is assigned a budget and produces an action plan that links to Virginia Western's strategic plan. A unit may be a division, department, or a program that has its own budget.

Values are shared core beliefs that are essential and enduring principles that help steer Virginia Western's decisions and actions.

Vision defines where Virginia Western wants to be in the future.