**Planning Definitions and Samples**

**Institutional Goal –** These are high level goals established by the institution as the areas of importance to the college. All planning units should tie their planning objectives to one of the four strategic goals of the institution.

**Goal Team Initiative –** These are broad institution wide efforts that require cross-functional input for development and implementation.

**Planning Unit Purpose** – This is essentially a mission statement for your planning unit. The purpose statement should detail what your planning unit is intended for.

**Administrative Planning Unit Objectives –** An objective is a detailed statement of what the individual planning unit hopes to accomplish related to one of the institutional goals. They differ from goals in that they are specific and measureable.

 SAMPLE

* + The HR office will develop and implement quarterly staff development training targeted at a 25% increase in customer satisfaction.
	+ The fine arts faculty will increase the pass rate of student s to 80% on capstone finals.
	+ The Business Office will reduce the pay out of travel claims by 20% through the implementation of an automated payment system.
	+ The Recruitment Office will host a campus recruitment day aimed at enrolling 500 high school seniors at Grayson College.

**Task** – Describes actions to be taken to achieve a planning objective.

 SAMPLE OBJECTIVE

 The HR office will develop and implement quarterly staff development training targeted at a 25% increase in customer satisfaction.

 SAMPLE TASKS

Develop a survey to determine staff needs for customer service training.

Develop customer service training materials

Schedule quarterly staff customer service trainings

Send communication regarding quarterly staff development trainings

**Assessment Measure** – How you will measure the success of the objective.

 SAMPLE

 The College’s customer service survey will be used to measure customer satisfaction

**Intended Results** – What is the intended outcome of this objective? What result are you looking for?

 SAMPLE

 A 25% increase in customer satisfaction will occur.

**Status Report** – Where you update other system users about where your progress.

 SAMPLE

 Customer service training needs have been identified and training materials are being developed.

**Actual Results** – Documents the results of the planning objective effort.

 The Customer Service survey reflects a 20% increase in customer satisfaction.

**GAP Analysis -** The comparison of intended results and the actual results.

 The objective was to improve customer satisfaction as measured with the college’s customer service satisfaction survey with a targeted increase of 25%. This year the increase in customer satisfaction was only 20%. A review of the survey indicates improvements are needed in department A and C.

**SWOT –** A SWOT analysis is completed during the administrative planning units program review. It summarizes the strengths, weaknesses, opportunities, and threats associated with a planning unit.