

## Description of Terms Used in Long-Term Strategic Plan Format 2016 Through 2030

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**Strategic Plan:** As briefly but thoroughly as possible, an organization identifies specific activities that show how it will accomplish those activities for which it exists. Our overall Jeffco “Aging Well” mission and vision statements, as well as mission statements developed by the individual workgroups, should guide the development of the long-term strategic plan. Review the project’s vision and mission statements periodically while developing your long-term goals and objectives to make sure they are in alignment.

**Goal:** A goal is a focus of accomplishment supported by a series of objectives to realize it. Goals are desired outcomes and are set intentionally. The goals are considered part of the long-term plan, along with objectives, proposed activities, potential partners, lead agency, start year, end year, and comments. Each workgroup is identifying 3 to 5 short-term (years 1 through 5) goals and 3 to 5 long-term (years 6 through 20) goals. Use the different formats provided for the short- vs. the long-term.

**Objective:** An objective is a significant step toward a goal; for purposes of this long-term plan, general (rather than very specific) objective statements are acceptable. An objective can either be an “outcome” objective which demonstrates an impact or result – or – a “process” objective which focuses on a process to achieve an objective. A best practice or innovative model can be woven into either a goal, an objective, or into the proposed activities. Your group can decide how to handle each best practice you want to implement in Jefferson County in the long-term.

**Activities Proposed:** Briefly describe up to three (general or specific) activities that can be undertaken to reach each long-term objective. Keep proposed activities realistic and do-able in the long-term period of the plan (6 to 20 years out).

**Potential Partners:** Identify the various stakeholders that your group recommends should be involved in each proposed activity. Identify any new or non-traditional partners if possible.

**Potential Lead Agency:** Make recommendations about the one or two agencies, groups, or other organizations that should take the lead role on each proposed activity, given their existing missions, roles and/or experience.

**Start Year:** For each proposed activity listed, recommend a year in which the group would like to see this activity begun (thinking realistically!). List the year such as “2017” or “2025.”

**End Year:** For each proposed activity listed, recommend the year by which the group would like to see this activity successfully completed (thinking realistically!). List the year such as “2017” or “2025.”

**Comments:** Enter here any additional information you’d like included in the strategic plan, if possible. This might include concerns, suggestions, potential resource needs or resource development activities, related issues, or any other information relevant to each proposed activity.