

## Description of Terms Used in Short-Term Strategic Plan Format 2011 Through 2015

---

**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 short-term strategic plan.

**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 action plan, along with objectives, action steps, potential partners, lead agency, resources, key outcomes, and completion dates. Each workgroup will identify 3 to 5 short-term (years 1 through 5) goals and 3 to 5 long-term (years 6 through 20) goals. A separate format will be provided for the long-term plan.

**Objective:** An objective is a significant step toward a goal; or a precise, measurable, time-phased result. 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.

**Action Steps:** Briefly describe each specific strategy, activity or task that will be undertaken in order to meet the objective. What specific actions will lead to realizing the objective and the goal? Action steps should be clear, directly related to the above objective, and do-able in the short-term.

**Potential Partners:** Identify the various key players that need to be involved in carrying out this action. Describe the role that each potential player is needed to fulfill. If you know for certain that a potential partner is willing to participate, make note of that on the chart please.

**Lead Agency:** Out of all of those who need to be involved to successfully bring to fruition a specific action step, which agency or agencies, given their existing roles and functions, should take the lead on making it happen. Make recommendations.

**Resources:** What resources are already available to complete this action step? Any other resources that will be needed to complete the action, and if so, what are they? How will needed, but currently unavailable resources, be made available if they are critical to completing this action step? If not possible, what alternatives can the group propose?

**Key Outcomes:** What measurable changes, documents, processes, do you expect to see as a result of finishing each action step? How will you know that each action step has been completed?

**Completion Date:** For each specific action step listed, provide a target date by which the action step should be completely finished. While just an estimate, be reasonable in selecting completion dates. Take into consideration the number of players involved, resources that will need to be put together, complexity of the tasks involved, etc.