

## COMPONENTS OF A STRATEGIC PLAN

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### Mission

The mission articulates the following: 1) the purpose of your existence, 2) for whom you exist, and 3) the impact of your existence. The mission is your institutional touchstone and should guide all of your decisions about what you collect, the programs and exhibitions you present, the facilities you plan, and any other important decisions you make about the organization.

### Core Values

Core values are the beliefs that drive your organization. Core values focus on what is most important in the way that you operate on a daily basis. An example of a core value might be: *We strive for excellence and honesty in scholarship and interpretation.*

### Vision

The vision articulates what you want your organization to become in the future. It is a statement of ambition.

### Goals

Goals answer the question, “**What** do you want to accomplish?” They are written as broad statements specific to key areas as identified by the board and staff. For example, a goal related to finances might be: *Establish sustainable financial strategies for operations.*

- **Context:** For each goal, a context is included to provide an evaluation of the current situation. The context provides a framework for **why** the goal has been included in your strategic plan.
- **Objectives:** Objectives support the goals and state **how** the goals will be accomplished. For example, an objective related to the goal above might be: *Increase the size of the endowment to support 33% of the annual operating budget.* Objectives are time bound and measurable. As such, the following elements are associated with each objective:
  - **Accountability:** assigns an individual to oversee completion of the objective.
  - **Timeframe:** describes the “due date” for completion of the objective.
  - **Resources:** describes the need for personnel (volunteer and professional) and funds required to reach the stated objective.