

Terminology for Plans

From RP Group "Planning Resource Guide" (1997)

- Goals
 - Relatively permanent statements of the major accomplishments that the college will achieve
 - Reflect the entire scope of college activities
 - Are reviewed annually but not changed frequently
 - Examples of overarching goals include "increase student access," "increase student success," "increase institutional effectiveness"
- Objectives
 - Created to achieve college goals
 - Organized in written plans at all levels around college goals
 - Direct action
 - Are measurable
 - Connect a set of activities
 - Are often stated with timelines for achievement
 - Should include the costs associated with them
 - May be divided into short and long term
 - Are often listed with a single person, committee or group to be held responsible for completion
 - Are often prioritized according to their level of importance, feasibility, etc.
 - Are most useful when stated in a way that completion can be demonstrated or observed
- Activities
 - Very specific steps to achieve an objective
 - Usually not a component of master plans but essential component of strategic plans
 - Often listed with the person indicated who will perform the activity
 - Usually contain a timeline for accomplishing the tasks
 - Often contain benchmarks to gauge progress
- Targets or Benchmarks
- Evaluation