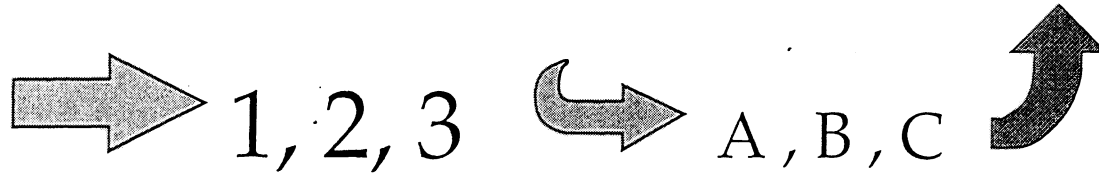


## How This Strategic Plan is Structured



Bringing many different people from varying backgrounds together to develop a strategic plan is not an easy task. For this reason it is important to describe how this Strategic Plan is structured so that it will be more easily understood. Terms also need to be clarified so that we all are using the same language. During this process we will learn together and hopefully be more effective in reaching our goals.

The Strategic Plan is divided into four major parts. Part 1 includes introductory, historic and demographic information. It lays the foundation by providing general background information about the neighborhood.

Part 2, Parkville's Priority Projects describes several strategic projects that involve a multi-subject or discipline approach, such as a neighborhood development project that involves economic development, housing and beautification.

Part 3 is comprised of six different subject areas or disciplines. They are Economic Development, Public Safety, Housing, Recreation, Beautification and Education. This part provides a more specific analysis of the neighborhood and outlines future actions. It is the largest part of the strategic plan.

Each subject area section in Part 3 starts with Part A that includes neighborhood strengths or **Assets**, then **Information** that qualifies those strengths. Next there is a listing of the **Opportunities**, potential positive situations based on the assets found in the neighborhood. This is followed by Part B that includes **Challenges**, existing concerns facing the neighborhood. This section is also followed by an **Information** section and the **Negative Consequences** that may occur if no action is taken.

Part C is the **Action Plan**. It includes **Goals, Objectives, Strategies** and **Action Steps**. **Activities** describe what specific action will be done as part of the strategy. This is followed by the **Expected Results**. **Responsibility** identifies the responsible party(ies), followed by **Date Due** and **Possible Barriers**. An outline of this section is shown below.

The fourth and final part of the strategic plan is the **Appendix**. Here you will find maps, graphs, lists, etc. that support the previous parts of the plan.

## Outline for Each Section in Part 3

<b>A. Neighborhood Assets</b>	strengths of the neighborhood
Information	data that qualifies those strengths
Opportunities	potential positive situations based on the assets found in the neighborhood
<b>B. Challenges</b>	existing concerns identified for the neighborhood
Information	data that qualifies those concerns
Negative Consequences	adverse results if no action is taken
<b>C. Action Plan</b>	plan for neighborhood improvement
Goals	general vision
Objectives	measurable, desired result
Strategies	activities to reach objective
Action Steps	chart or outline of activity plan
Activity	name of action or program
Expected Results	what should happen
Responsibility	who will coordinate activities
Date Due	when activity will be completed
Expected Barriers	situations that could impede progress

# Important Terms

*If We are Going to Create a Vision Together,  
it Helps if We are All Using Similar Terms.*

## **Mission or Vision Statement and Goals (your destination)**

A mission or vision statement is a broad, pictorial, encompassing, often poetic description of where the organization is headed.

A goal is a more specific statement of the ultimate purpose of the organization's planning and effort. Its accomplishments usually stretch well into the future, sometimes five to 10 years. Some people believe the goals are not achievable; they should be the ideal to aim for.

## **Objective (the signposts)**

An objective is a specific, measurable, outcome-oriented description of the desired results of the collaboration's effort. Objectives usually have a specific time by which they must be accomplished. Some are short term (one or two years); some are longer range (three years or more). Objectives mark your progress over time toward accomplishment of your goal.

## **Strategy (the paths)**

A strategy is a set of activities or programs combined in a particular way to move you toward your desired objective. A single strategy may support more than one objective. Some objectives need more than one strategy.

## **Implementation or Action Plan (the directions)**

Describing a strategy is not enough. A detailed set of directions is necessary for implementation. Think of an implementation plan as directions outlining major activities, who is responsible, expected timeframes, and completion date.