Strategic Plan—Sample

Various formats can be used for preparing a strategic plan. Ideally, you will be able to take advantage of strategic planning work that is already occurring in your organization—using the same template and the same terminology so as to be consistent with the vision and plans prepared in other departments and by the executive team. Remember that strategic planning begins at the highest, macro level and works down toward more specific detail.

If you are not working with an internal template, the plan can be structured in four parts:
- Description of the Business or a Situational Analysis
- Mission Statement
- Goals, Objectives and Strategies
- Timelines and Performance Indicators

The strategic plan does not need to be a lengthy document; it can be as few as 3-4 pages.

(The operating plan is usually built from goals and objectives of the strategic plan; it lists specific activities, resources to be allocated, and timelines for advancing achievement of the strategic plan.)

I.   Description of the Business

This section should be a clearly articulated analysis of the business of the information center as it currently exists. It should include:

➢ the Information Center's key activities which support the business of the larger organization, such as acquiring and managing external information, fulfilling research requests and providing current awareness services
➢ customers" of the Information Center and their level of satisfaction with the products and services they are receiving today and
➢ weaknesses and threats to the existing business of the Information Center, based on an understanding and analysis of information flow

II.   Mission Statement

A mission statement provides the opportunity to create a compelling vision of the value of the information center. A sample reads:

"The Information Center will collaborate with other departments, using their expertise in evaluating, selecting, distributing, categorizing and indexing information to promote the corporate objectives of: increased knowledge sharing among departments, reduction of development redundancies through more ready