

HEG's Strategic Planning Process

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PLANNING	DEFINING THE CHALLENGE			SETTING THE COURSE		KEEP PLAN RELEVANT	
Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6	Phase 7	Phase 8
Develop Plan for Planning	Mission, Vision & Values	Assess Current Situation	Research	Agree on Priorities	Write the Plan	Implement the Plan	Evaluate & Monitor Plan
Phase 1: Steps	Phase 2: Steps	Phase 3: Steps	Phase 4: Steps	Phase 5: Steps	Phase 6: Steps	Phase 7: Steps	Phase 8: Steps
 1.1 Identify readiness for strategic planning 1.2 Identify timeline 1.3 Identify resources 1.4 Determine commitment 1.5 Identify internal & external stakeholders 1.6 Identify who makes recommendations/ decisions 1.7 Determine who leads process/phases & roles 1.8 Set up strategic planning committee 1.9 Set meeting dates 1.10 Establish group expectations 1.11 Determine subcommittees as needed 1.12 Determine communication plan 	2.1 Review school vision (declaration) & beliefs 2.2 Clarify beliefs/ values/guiding principles 2.3 Write CTE mission statement	3.1 Summarize school history & shift in priorities 3.2 List external & internal events impacting school 3.3 Gather information from internal stakeholders 3.4 Gather information from external stakeholders 3.5 Evaluate current programs (Scope & Scale) 3.6 Articulate previous & current strategies 3.7 Summarize information collected	 4.1 Research global, national & local trends 4.2 Identify emerging themes 4.3 Identify potential program reinvention 4.4 Develop potential program portfolio 4.4.1 Assess competitive position 4.4.2 Agree on strategies 4.5 Identify available resources for program reinvention (teacher skill level, finance resources, facility) 	5.1 Make decisions regarding core strategies & program/administ- rative priorities 5.2 SWOT analysis 5.3 Develop matrix for prioritizing programs 5.4 Determine programs to eliminate /start/ reinvent 5.4. Agree on each program's growth strategy 5.5 Develop scenarios	6.1 Create goals & objectives 6.2 Develop long-range projections 6.3 Develop long-range financial projections 6.4 Write administrative goals and objectives 6.5 Adopt strategic plan 6.6. Develop action plans	7.1 Plan to manage change 7.1.1 Identify the changes that are inherent (change in focus, changes in ways of doing things) 7.1.2 Identify new skills needed 7.1.3 Identify structures to be modified or introduced 7.2 Develop detailed annual operational plan (1st year's goals & objectives)	8.1 Evaluate the plan with internal & external stakeholders 8.2 Monitor plan & revise as needed
Product = Work Plan Planning	Product = Mission, Vision & Values Statements	Product = Data to Inform Decisions	Product = Data on Future Direction	Product = Decisions	Product = Strategic Plan	Product = Annual Plan	Roll Out