Definitions of planning terms

**Vision**: statement of a preferred future state, the overall destination.

**Mission**: a statement of the organization’s basic purpose or reason for being.

**Values**: what the organization stands for and believes in.

**Thematic Issue**: an opportunity, problem, factor, trend, etc., that has overarching significance to the organization or its customers.

**Goal**: a broad statement of intent that provides context for setting objectives. (Often worded “to improve, increase (or decrease), maintain, provide, foster, sustain.”)

**Objective**: a concise statement of what needs to be done to move toward meeting a goal (action or product). This is a statement of what will be accomplished, how much or to what extent, and by when.

**Strategy**: a specific course of action to achieve an objective.

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