

MASSP Strategic Planning Terminology



Core Ideology describes our association's consistent identity that transcends all changes related to our relevant environment. It consists of two elements - **Core Purpose** - the association's reasons for being and **Core Values** - essential and enduring principles that guide our association.

Envisioned Future conveys a concrete yet unrealized vision for our association. It consists of a **Big Audacious Goal** – a clear and compelling catalyst that serves as a focal point for effort and **Vivid Descriptions** – vibrant and engaging descriptions of what it will be like to achieve the big audacious goal.

Assumptions about the future describe critical factors affecting the relevant world throughout the life cycle of the plan, often categorized as strengths, weaknesses, opportunities or threats.

Mega Issues are issues of overriding strategic importance, which reflect fundamental questions the association must answer and the major challenges the association will have to address in achieving our vision. They are usually related to trends.

Goal Statements describe the specific outcomes to members, the public, and other key stakeholders of the association that the association intends to achieve through its work over a 3-5 year cycle.

Strategic Objectives define the desired directions in which the district needs to move in order to accomplish its goals. Describes what we want to have happen with an issue and what would constitute success in observable or measurable terms. Strategic objectives are listed for each goal statement and are adopted and revised on an annual basis.

This process is based on organizational planning research and is the work of Jim Collins, Glenn Tecker and Peter Senge combined to work for educational associations.