

# JALC Strategic Planning: Frequently Asked Questions (FAQs)

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## **Q1: What is a Strategic Plan?**

A1: A strategic plan is a document that defines an organization's priorities in the form of goals and objectives, usually for the next three to five years. In this way, the organization can align its limited resources with those priorities to optimize the impact / effect of those resources. A strategic plan is by definition more long term and less detailed than would be an "operational" or "tactical" plan that looks at more short term or even day-to-day activities of a department or organization.

## **Q2: Will this replace the *Logan at 50* plan?**

A2: Yes. See Q3 below.

## **Q3: How often should organizations complete a strategic plan?**

A3: Given the often frequent and rapid change in our world involving things like technology, the state of the economy, and scientific breakthroughs, strategic plans should be updated at least every five years, and reviewed and updated as needed even more frequently.

## **Q4: Who is involved in the strategic planning process?**

A4: The principle of "inclusiveness" requires that the planning effort engage the major "stakeholders" in the organization: i.e., those who will be impacted by, or can themselves impact, the strategy's recommendations. Consequently, many students, employees, board members, and others may be engaged through interviews, surveys, focus groups, briefings, or participation in committees. At some point in the process, all employees and the public at large will be able to view the developing strategic plan draft on the website and offer feedback through the link that will be provided.

## **Q5: How will I be impacted by the strategic plan?**

A5: As a JALC student or employee, for example, you may be impacted by recommendations to add or improve new technologies, retrofit or build classrooms and labs, or restructure an internal department. Of course, these are just examples, because a strategic plan looks at the organization from a wide range of perspectives (e.g., administration, instruction, information technology, facilities, planning, communications, institutional research, finance, etc.) and recommendations may apply to a number of these.

## **Q6: How long will it take to complete the JALC strategic plan?**

A6: The current timeline calls for about a nine month effort, from October 2012 to June 2013. This span of time may be needed to accommodate the initial planning, data collection, steering committee workshops, and report writing that will occur. The plan will be completed by June 2013 and presented to the Board of Trustees for their approval / endorsement.

## **Q7: Where can I find more information about the JALC strategic plan?**

A7: A Strategic Plan web page with links to more information will be set up by year-end (2012).