

Definitions

Vision: A description of what success will look like.

Example: Santa Cruz County will be an informed, responsive community that is united in its efforts to create an environment free from oppression for women, youth and children.

Mission: A description of an organization's purpose and who it serves.

Example: To promote social change through outreach, education, community organizing and advocacy in order to create communities free from domestic violence and sexual assault.

Strategy: A general priority or direction an organization will follow to accomplish its mission.

Example: Outreach to isolated households.

Goal: A broad statement about what an organization is trying to accomplish.

Example: To raise awareness about domestic violence and its prevention.

Objective: A Specific, Measurable, Achievable, Relevant and Time-bound statement that supports the achievement of a goal.

Example: By 9/03, 30% of residents will indicate that they have followed up on a referral given to them by the Outreach Worker.

Activity: A specific step taken to achieve an objective.

Example: Conduct 600-800 door-to-door outreach visits to 60-80 residents in the target neighborhoods to provide information and education about domestic violence.

Strategic Planning: A process of determining what an organization intends to be in the future and how it will get there. Focuses on long-term goals.

Work Plan (Action Plan): A specific plan about how an organization will move toward the future defined in the strategic plan. Focuses on short-term goals.