

STRATEGIC PLANNING PROCESS

1. SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis of Internal Organization & External Environment
 - (a) Specify/list organizational strengths, weaknesses, opportunities, and threats.
 - (b) Pick most important (critical) strengths, weaknesses, opportunities and threats specified in (a). In other words, prioritize them.
 - (c) Specify a Planning Area (Administration, Athlete Development, Promotion, Marketing/Fund Raising, etc.) for each critical fact prioritized in (b).
 - (d) List/group all critical facts by Planning Area (Administration, Athlete Development, Promotion, Marketing, etc.).
2. Based on the critical facts for each Planning Area, develop a set of Goals for each Planning Area.
3. Prioritize Goals across all Planning Areas
4. Develop Strategies (Strategic Programs) to accomplish Goals, including:
 - (a) Strategic Objectives
 - (b) Responsible Parties for each Objective
 - (c) Measures of Success (time benchmarks)
 - (d) Budgetary Impact
 - (e) Any Key Issues or Assumptions