

Strategic Planning Terms

	TERMS	ONE DEFINITION	EXAMPLE
What we want to accomplish	OUTCOMES	Desired results or expected consequence	Children are safely maintained in their own homes whenever possible and appropriate.
	GOALS	Aim, purpose, direction or priorities of plan that can be measured	The state will increase the percentage of cases where children are safely maintained in their own homes whenever possible and appropriate.
What we will do to get there	STRATEGIES	Broad or overarching efforts to be undertaken to achieve the agency goals or outcomes	Implement intensive home-based family preservation services statewide to increase the number of children who are able to remain safely in their own homes
	OBJECTIVES	Measurable steps towards accomplishment of goal or outcome within a specific timeframe	Expand existing intensive home-based family preservation services in at least 2 counties in each region by January 1, 2005
	ACTION STEPS	Specific actions that will be undertaken to accomplish the strategies or objectives and demonstrate progress toward the goals and/or outcomes	Request for proposals will be issued in at least 2 counties in all regions for intensive home-based family preservation services by April 1, 2004.
How we will know if we are making progress	MEASURES	Evidence of achievement of the goals and/or outcomes. There are two types of measures: Quantitative Measures: Indicators of progress that can be expressed in numerical terms, counted or compared on a scale Qualitative Measures: Indicators of progress that are process oriented and difficult to capture in numerical terms	(For Family Preservation Services) Quantitative Measure: The percentage of children safely maintained in their own homes will increase by 5% (from the baseline of 85% to 90%) within 24 months. Qualitative Measure: Request for proposals for family preservation services issued for Region I by April 2005.
	BENCHMARKS	Interim and measurable indicators that will be assessed to determine if progress is being made toward achieving the established goal.	Quantitative Benchmarks: A 5% increase in the number of families receiving family preservation services in Region 1 by April 1, 2005. Baseline measures for comparison would be the current number of families receiving family preservation services in Region I as of January 1, 2004. Qualitative Benchmarks: Contractual Family Preservation services implemented in Region I by January 1, 2005.