

Georgia Highlands College STRATEGIC PLANNING MODEL

GHC Mission • SACS Accreditation Standards • Stakeholder Needs
(what we are supposed to be doing)

PRE-PLANNING

Complete Plan to Plan

STRATEGIC PLANNING

3 Year Cycle
(what we want to accomplish)

Environmental Scanning

Strengths & Weaknesses

SWOT Process

Opportunities & Threats

Publish Environmental Scan Information

Review GHC Mission

Set Strategic Directives and GHC Goals

Specialized Plans:
Communications, Facilities,
Safety, Technology

Establish Unit Mission and Unit Goals

Establish Annual Initiatives

ANNUAL PLAN: OPERATIONAL PLANNING

*(detailed planning of action & resource
allocation so we can get it done)*

Unit Operationalizes Goals through Intended Outcomes

Budget
Requests/Allocations

Unit Develops Strategies/Action Plan to Accomplish Intended Outcomes

MANAGEMENT

Implement Plans

Monitor Outcomes

EVALUATION

*(how well we are doing
what we are supposed
to be doing and what
we want to accomplish)*

Evaluate Action Plans

Comprehensive Program
Reviews, Employee
Evaluation, Institutional
Surveys, Learning
Outcomes Assessment

Update & Revise & Use Results

Evaluate Planning &
Evaluate Processes

Produce Institutional
Effectiveness Report

