

Strategy Guide

Good Strategy

- ✓ Identifies a set of coherent actions that respond to a high-stake challenge
- ✓ Uses action verbs which describe what faculty/staff should accomplish within a time frame and budget
- ✓ Coordinates policies, actions and resource commitments to carry out objectives
- ✓ Focuses and coordinates efforts to achieve a problem solving effect
- ✓ Aligns with overall vision, mission, goal, and objective

Example: Create experiential learning fund to support student travel.

Bad Strategy

- ✗ Is written by one person instead of involving all stakeholders in the process
- ✗ Overuses fluff - it is phrased in grandiose vocabulary to create an illusion of high-level thinking but lacks importance and solid worth
- ✗ States the desired future rather than a plan for overcoming obstacles and reaching an objective
- ✗ Is based on activities and job duties that are already implemented
- ✗ Sounds too optimistic and idealistic

Example: Provide high quality, experiential-based learning opportunities in agriculture field.