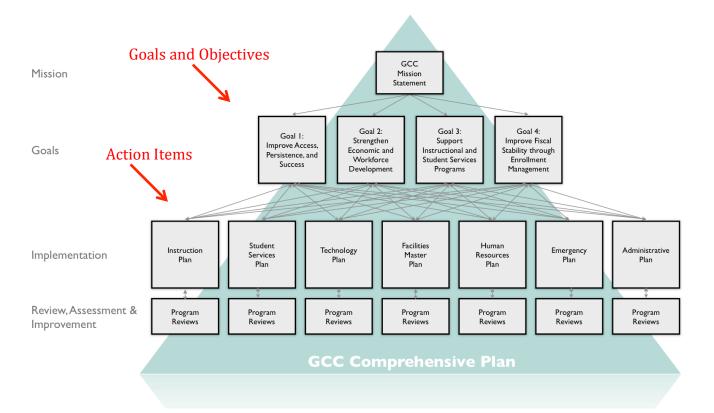
Terminology for Plans IPCC, August 13, 2012

Proposal for GCC:

Goals. Overarching accomplishments that make up the highest level of the Educational Master Plan.

Objectives. High-level activities designed to accomplish goals.

Action Items. Lower-level activities organized under objectives. Action items are associated with agencies responsible (people or committees) and timelines for completion.



From RP Group "Planning Resource Guide" (1997):

Goals

- Relatively permanent statements of the major accomplishments that the college will achieve
- Reflect the entire scope of college activities
- Are reviewed annually but not changed frequently
- Examples of overarching goals include "increase student access,"
 "increase student success," "increase institutional effectiveness"

Objectives

- Created to achieve college goals
- o Organized in written plans at all levels around college goals
- Direct action
- o Are measurable
- Connect a set of activities
- o Are often stated with timelines for achievement
- Should include the costs associated with them
- May be divided into short and long term
- Are often listed with a single person, committee or group to be helpd responsible for completion
- Are often prioritized according to their level of importance, feasibility, etc.
- Are most useful when stated in a way that completion can be demonstrated or observed

Activities

- Very specific steps to achieve an objective
- Usually not a component of master plans but essential component of strategic plans
- o Often listed with the person indicated who will perform the activity
- o Usually contain a timeline for accomplishing the tasks
- Often contain benchmarks to gauge progress
- Targets or Benchmarks
- Evaluation