

NECAC Strategic Planning Process

1. **Vision:** What is our desired end state?
Purpose: Why do we exist?
Values: What are the underlying beliefs and assumptions that guide the goals, activities, and conduct of early childhood systems work?
2. **Landscape/SWOT:** What is the environment in which you exist? What are the strengths, weaknesses, opportunities and threats in this landscape?
3. **Goals:** What do we want to accomplish in light of the reality of our situation?
4. **Objectives:** How are we going to achieve our goals?
5. **Strategies & Tactics:** How are we going to achieve our objectives?
6. **Evaluate & Communicate:** Is the Strategic Plan on track and who needs to be kept informed?
7. **Implement!**

