

**University of Wisconsin-Stout  
Strategic Planning Model**

Less Frequent Iterations



More Frequent Iterations

**Mission**  
The mission statement provides information on why the organization exists, who it serves and how.

**Values**  
The value statements describe the basic beliefs, values, and ethical priorities of the organization.

**Vision**  
The vision statement aligns the change agenda with stakeholders' needs and organizational plans.

**Situation Analysis**  
The SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is a tool to examine the organizations' internal strengths and weaknesses, and to provide an external survey of threats and opportunities. It is performed as part of Stakeholder Visioning. It allows the organization to build on Strengths, minimize Weaknesses, seize Opportunities and counteract Threats.

Internal survey of strengths & weaknesses	External survey of opportunities and threats
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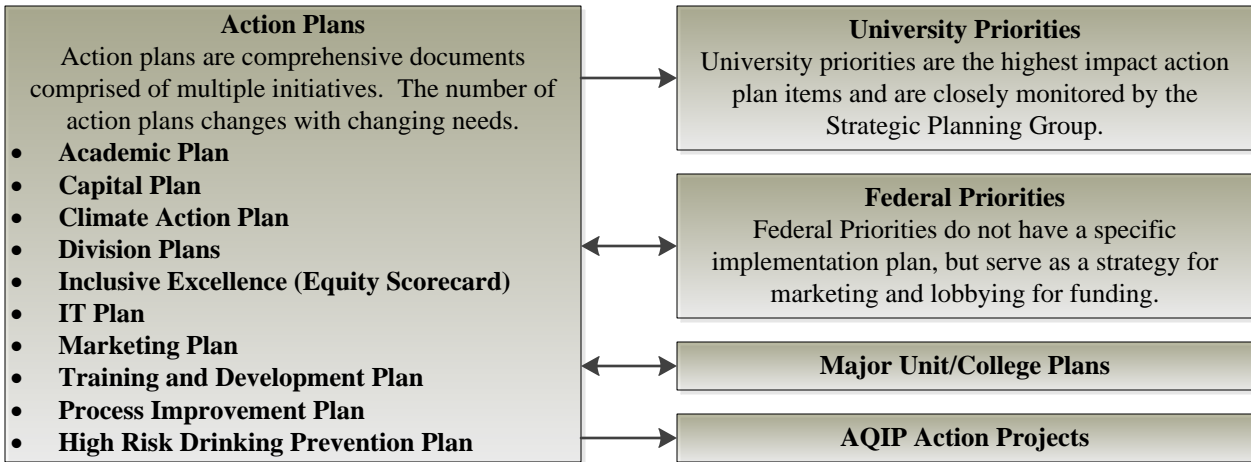
**Stakeholder Visioning**

2001: Visions for UW-Stout's Future	2003: FOCUS 2010 New Partnership	2008: FOCUS 2015
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**Goals**  
Areas of focus in order to support and move towards the vision statement.

Enduring Goals	UW System Goals Growth Agenda	5 Year Goals FOCUS 2015
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**Action Plans**  
Primary mechanism to achieve the goals. They include strategies for implementation, assign responsibilities and timelines, and allocate resources.



**Performance Indicators**  
Measures and targets associated with the four perspectives of the balanced scorecard, established to assess progress in achieving the organization's enduring and five-year goals.

Customer	Financial	Learning & Growth	Internal
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**Periodic Reviews**  
A review of progress (6-month & 12-month follow-up) including modification of action plans.