

## Central Washington University Strategic Planning Definition of Terms

- **Core Themes:** Core themes are the fundamental aspects of the institutional mission; each core theme individually manifests essential elements of the mission. Collectively, themes encompass the institutional mission and guide strategic planning, including programs and services, development of capacity, and application of resources.
- **Objectives:** Objectives are measurable statements of goal achievement as related to an individual core theme.
- **Outcomes:** Outcomes are specific and measurable statements of achievement as related to an individual university strategic objective.
- **Indicators:** Indicators describe the data to be collected, analyzed, and evaluated to determine outcome obtainment. Data may include quantitative information (i.e., surveys, graduation rates, number of grants obtained) or qualitative information (focus group comments, interviews).
- **Expected Performance Level (Criterion):** The expected performance level (i.e., criterion) is the clear standard of achievement against which results will be assessed. This helps to clearly distinguish institutional expectation of achievement and helps constituent groups understand areas of strength and challenge regarding outcome achievement. Clear criteria also provide feedback and information for institutional change and improvement. Criteria of achievement may change over time as assessment processes and systems mature.
- **Key Strategies/Initiatives:** Key strategies and initiatives are major approaches or methods the university employs to achieve the core themes, objectives and outcomes. Key strategies and initiatives include application of fiscal and human resources, facilities, and other university infrastructure and resources.
- **Budget/Resource Analysis:** Budget and resource analysis includes the fiscal and human resources, facilities, and other university infrastructure and resources available to achieve specific outcomes and objective.
- **Results/Findings:** Outcome results and findings include the specific quantitative and/or qualitative information collected and analyzed from outcome indicators. Results would be explicitly linked to outcomes and compared to established and expected performance levels. Reporting of results would include interpretation and conclusions.
- **Suggested Improvements:** Improvement in terms of the outcomes themselves, indicators, performance expectation, strategies and initiatives, and/or budget resources would be recommended as based on outcome and results examination.