

The Strategic Planning Process

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1.	Who are we?	Vision Mission Values	Board only (if reviewing existing) SP Committee facilitates, Congregants input Board finalizes
2.	Where are we now?	History SWOT analysis Congregational Survey Demographic Info Trends	SP Committee does research Congregants answer surveys/attend focus groups Board provides input Other stakeholders input
3.	Where are we going?	3-5 year Strategic vision/plan	SP Committee prepares Board input Other stakeholder input (Congregation adopts) Board adopts
4.	How will we get there?	Strategic Objectives SMART Goals Action Plan	Individuals, committees, board, and staff know their part and have tools to move forward
5.	Feedback Loop/Ongoing evaluation and adjustment	Quarterly or Biannual Reviews Adjustments to Strategic Goals	SP Committee (Board input)