



Planning the Year/Strategic Planning

A committee can lose course quickly unless they have a strategic plan on how to conduct their work. A strategic plan does not need to be complicated, but it is a living document that serves as a reference for the committee on how they do their work. Every decision should be filtered through the strategic plan, which is based on the committee's Vision/Purpose statement.

During this process, it is easy for volunteers to get ambitious and perhaps create a long, very detailed list of goals and strategies. We recommend that every committee focus on 3-5 goals to keep the work enjoyable, achievable and sustainable for all.

Key Elements of a Strategic Plan include:

1. **Organizational Description:** The Financial Planning Association® (FPA®) is the principal professional organization for CERTIFIED FINANCIAL PLANNER™ (CFP®) professionals, educators, financial services providers and students who seek advancement in a growing, dynamic profession.
2. **Purpose/Vision Statement:** Insert purpose statement included in current Committee List description for your committee
3. **Goals:** When you create your goals, be sure they are "SMARTER", that is, specific, measurable, acceptable to the people working to achieve the goals, realistic, timely, extending the capabilities of those working to achieve the goals and rewarding to them.
4. **Strategies:** This is where you address how you will reach your goals.
5. **Action Planning Timeline:** Action plans specify how the strategic goals and strategies will be carried out – who is going to do what by when. Action plans often include various objectives to be reached while achieving each goal, who is responsible for achieving each objective and by when. Write objectives to be "SMARTER".

Example:

Goal # __ (Write them to be "SMARTER")

Strategy # __ . __

<i>Objectives for Strategy __ . __</i>	<i>Date of Completion</i>	<i>Responsibility</i>	<i>Status and Date</i>