

# STRATEGIC PLAN



# ACCOUNTABILITY KEY

## **BASELINE**

Baseline refers to the starting point of an objective's current state. It involves assessing the existing conditions, performance, or data related to the objective.

Where are we today?  
What are the existing strengths, weakness, opportunities, and threats?  
What is the starting point at which progress can be measured?

## **RECOMMENDATIONS**

What are the proposed actions for this objective?  
These are based on the assessment of the baseline data.

Recommendations answer the question: What are we going to do?

Recommendations indicate the month when the recommendations for the objective are COMPLETED.  
What specific actions or strategies should be pursued? What steps can be taken to address the identified gaps?

## **IMPLEMENTATIONS**

Implementation refers to the actual execution or carrying out of the recommended actions or strategies. On the timeline, Implementation indicates the month in which the implementation starts.

How will the recommended actions or strategies be put into practice?  
Who will be responsible for implementing each action step?  
What timeline, milestones, or deadlines should be established to guide the implementation process?  
How are we communicating with those most affected by the implementation of the objective?

## **MEASUREMENTS**

Measurement involves assessing and evaluating the progress and outcomes of the implemented actions in relation to the objectives. Measurement helps to track the success of the objectives, identify areas for further improvement or adjustment, and inform future decision-making processes.

Measurements may be binary (e.g., completed or not completed), quantitative, or qualitative. Measurements answer the question, "How will we know if we are successful?" On the timeline, Measurement indicates the month(s) when the objective will be assessed.