

STRATEGIC PLANNING



From Action Planner: Steps for Developing a Comprehensive Campus Alcohol Abuse Prevention Program. (Milgram, G.G. and Anderson, D.S.); Promising Practices: Campus Alcohol Strategies. <https://caph.gmu.edu/resources/college/create>

STRATEGIC PLANNING PROCESS DESCRIPTIONS

	Key Elements	Charts / Worksheets
Establish a Task Force	A Task Force serves as a critical foundation for organizing a campus' prevention effort. Not only does this help in the effort's efficiency, but it also engages key stakeholders in the process.	Members of Task Force Roles of Task Force
Determine Guiding Principles	Determining the guiding principles is critical for the campus initiatives, as it is the foundation of the program's goals and strategies.	Behavioral Results Desired Programmatic Emphasis Focus of Campus Efforts Audience Served Context Process of Implementation
Set Vision and Goals	Developing vision and setting goals evolve from the guiding principles and provide a focus framework for the campus effort.	Vision Desired Outcomes: Individual Desired Outcomes: Group Desired Outcomes: Environmental
Clarify Needs and Assess Resources	The groundwork for the campus program includes the tasks of clarifying needs and assessing resources; these provide the opportunity to review what's happening and what resources are currently being used to support existing efforts.	Potential Issues Needs Assessment Approaches Needs Assessment Resource Assessment
Prioritize Action	This step helps prioritize action to develop a comprehensive program that incorporates a wide range of strategies that meet the needs of diverse constituencies.	Strategies Audience
Articulate and Market	Articulating and marketing the message and philosophy of the campus program requires a clear message and policy statements, which are based in the philosophy.	Message Assessment Message Review Summary Communications Strategies
Coordinate	Having a coordinated plan is essential to blend the activities and services of a range of people in an organized way.	Action Planning
Institutionalize	The aim of the strategic planning process is to institutionalize the prevention efforts. The process must continually evolve over time to allow for modification and refinement of the strategies and the overall program.	Annual Resource Allocation Campus Office Linkage

STRATEGIC PLANNING PROCESS WORKSHEET

Establish a Task Force	
Determine Guiding Principles	
Set Vision and Goals	
Clarify Needs and Assess Resources	
Prioritize Action	
Articulate and Market	
Coordinate	
Institutionalize	

TASK FORCE PLANNER FRAMEWORK

The Task Force Planner illustrates the two primary dimensions of a comprehensive campus-based initiative: (1) the groups and individuals that need to be involved, and (2) the necessary program components. At the intersection of these two dimensions, specific ways in which each of these groups can be involved are identified. Looking at the grid from the perspective of a specific group or organization, a wide range of strategies is appropriate for its engagement in alcohol abuse prevention efforts. These may be beyond their current traditional roles (such as enforcement efforts for the police and security personnel, or support and intervention efforts for the health and counseling professionals). Within this context, individuals and groups are encouraged to become engaged in alcohol abuse prevention efforts in a wide variety of approaches, including those more non-traditional for them.

		COMPONENTS							
GROUPS		Policies and Implementation	Curriculum	Awareness and Information	Support and Intervention	Enforcement	Assessment and Evaluation	Training	Staffing and Resources
	Campus Leadership								
	Coordinator								
	Health and Counseling								
	Student Life								
	Police and Security								
	Faculty								
	Residence Life								
	Student Government								
	Student Groups								
	Community								

"When first looking at the Task Force Planner's 80 cells and 311 strategies, a common response is to think that the task of planning a comprehensive alcohol problem prevention program is overwhelming. While the contents of this resource represent an 'idea' program in which every key campus and community group is involved and working together across all program components, the reality is that each campus needs to determine where significant efforts should be invested. The examples included in this Guide link to the strategies identified in the Task Force Planner." **From Task Force Planner (Anderson, D.S. and Milgram, G.G.); Promising Practices: Campus Alcohol Strategies.** <https://caph.gmu.edu/resources/college/create>