

# STRATEGIC PLAN OUTLINE

Mission

History

Current Status

Strengths

Weaknesses

Opportunities

Threats

The Plan

Process: Research, retreats, consultants, etc.

Purpose of the Plan

Primary Objective

List of Goals

Summary of Major Initiatives

Editorial Initiatives (with costs)

Design & Production Initiatives

Marketing, Publicity, and Sales Initiatives

Administrative Initiatives

Record Keeping

Facility

Staff Salaries

Board Initiatives

Development Initiatives

Evaluation of Organization

Brief history of field

Position of Organization within field

Anticipated growth of Organization within term of plan

Editorial

Current Status

Goals

Initiatives

Targets

Evaluation

Design & Production

Current Status

Goals

Initiatives

Targets

Evaluation

## Marketing, Publicity, and Sales

Current Status

Goals

Initiatives

Targets

Evaluation

## Administrative

Current Status

Goals

Initiatives

Targets

Evaluation

## Board Initiatives

Current Status

Goals

Initiatives

Targets

Evaluation

## Development

Current Status

Goals

Initiatives

Targets

Evaluation

#### Initiative Timeline

Calendar year 2008, first half

Calendar year 2008, second half

Calendar year 2009, first half

Calendar year 2009, second half

Calendar year 2010, first half

Calendar year 2010, second half

#### Budget Projections

2008

2009

2010

#### Budget Breakdowns (feeding into the budgets above)

Earned Income Streams

Donated Income Streams

Production Costs

Marketing and Distribution Costs

Anticipated Impact of Initiatives on

Earned Income

Donated Income

Visibility of the Press

Role of the Board / Role of the Staff

Process for monitoring progress and making changes

Process for launching the next strategic plan