Definitions

The definitions included below were presented originally in Wojner (2001), and Kaplan and Norton (2001). The definitions are used for strategic planning the Master Evaluation Plan Matrix measures, target values, comparisons, analyses, and evaluations.

Definitions

Definitions of key terms for strategic planning are as follows:

1. **Vision** is the organization’s preferred future (Wojner, 2001). **Vision** is what we want to be (picture of the future/destination) (Kaplan & Norton, 2001).

2. **Mission** is the organization’s purpose for existence (Wojner, 2001). **Mission** is why we exist (starting point) (Kaplan & Norton, 2001).

3. **Core Values** are the organizational beliefs (Kaplan & Norton, 2001).

4. **Strategic Plan** is the organization’s framework to logically order strategic initiatives designed to facilitate accomplishment of the targeted vision (Wojner, 2001, p. 111).

5. The **Master Evaluation Plan Matrix** is the evaluation plan tool.

6. **Strategic goals** are the results the team must achieve *en route* to achieving the vision.

7. **Strategy** is the action plan a team uses to accomplish the goals and achieve the
   - vision
   - the link to the vision
   - focus on production action
   - “What do we need to do to accomplish our goals and achieve our vision?” (Wojner, 2001, p. 72).
   - **Strategy** is our game plan (dynamic and evolutionary) (Kaplan & Norton, p. 2001).

8. **Objectives** are the action steps/statements (“What I need to do”) (Kaplan & Norton, 2001).

9. **Outcomes Management** is an interdisciplinary process to provide data-driven continuous quality improvement to facilitate movement toward the “best” model; a research-based framework to steer a quality initiative; a powerful CQI vehicle (Wojner, 2001).
10. **Continuous Quality Improvement** (CQI) is based on activities designed to measure and manage quality targets to optimize organizational performance (Wojner, 2001).

11. **Outcomes** include satisfied shareholders, delighted customers, effective processes, motivated and prepared workforce (Kaplan & Norton, 2001).

12. **Graduation Rate** the number of students who graduate within a defined period of time, specifically, the number of students who complete the program within 150% of the stated program length (where program length is adjusted to begin with the first required nursing course and is based on the time required to complete the total number of credit hours for the defined program of study) for all degree tracks, except the Post-MSN APRN tracks. The graduation rate for Post-MSN APRN students is defined as 300% of the expected completion time. For example,

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Adopted: YM: ps 2006,
Revised: YM: ps 2009, 05/15
References: