

## Islands Trust Strategic Planning – Glossary

### Strategic Plan

- A high level plan that outlines an organization's mission and key objectives for the medium to long term, and sets out strategies for achieving the goals and objectives.
- Typically, a strategic plan covers a three to ten-year timeframe. In the case of the Islands Trust, we have undertaken strategic planning exercises that correspond to a term of office (three years), with some on-going strategies and actions.



### Mission (Object)

- A broad statement of what an organization does, why it does it and who it does it for. In the case of the Islands Trust, our 'mission' is our provincial object:  
*"To preserve and protect the Trust Area and its unique amenities and environment for the benefit of the residents of the Trust Area and of British Columbia generally, in cooperation with municipalities, regional districts, improvement districts, other persons and organizations and the Government of British Columbia."*

### Goal

- A general statement of desired results to be achieved over an unspecified period of time.
- For the purposes of our current strategic planning exercise, we have taken the three goals from the Islands Trust Policy Statement and added a fourth that responds to the statement in the object about working in cooperation with others.

### Objective

- A more precise statement of specific results to be achieved over a specified time.
- For the purposes of our current strategic planning exercise, we have identified some potential objectives that have been grouped according to four goals and are related to objectives identified in the Islands Trust Policy Statement

- Typically, a local government should have between seven and twelve objectives at any one time.
- While an organization's mission and goals may remain relatively constant, objectives may change more frequently as some objectives are achieved, new ones emerge and priorities change.
- For the purposes of our current strategic planning exercise, some potential objectives have been identified without particular time frames. As discussions continue, the number of objectives should be reduced and each objective should be made more specific both in terms of what is to be achieved and when.

### **Strategy**

- The actions that describe how objectives are to be achieved. Strategies are made up of a set or group of activities.

### **Activities**

- The actions, steps, projects or initiatives undertaken by an organization to carry out a strategy.

### **Measurement**

- A process of assessing progress in achieving objectives