



STUDENT AFFAIRS

Expanded Common Language

Strategic Planning Common Language

Vision

A vivid purpose statement of aspiration for the future derived from the organization's values and mission.

Mission

A concise inspiring statement of purpose that defines the organization's prime functions.

Values

Traits or characteristics considered intrinsic to or necessary for the optimal functioning of an institution or culture.

Goals

Broad long-term aims for desired accomplishments.

Objectives

Specific programs or processes implemented to achieve goals.

Key Performance Indicators (KPI)

Set measures of ongoing achievement data regularly tracked by departments to indicate success for the unit.

Outcomes

Identifiable, measurable end results of a program.

Learning Outcomes

What a student (or other stakeholder/s) is to know, think, or do as a result of the program, course, or service.

Program Outcomes

What a program or process is to do, achieve, or accomplish for its own improvement; generally needs/satisfaction driven.

Action Steps

Incremental tasks necessary to achieve broader objectives.