Elements of a Strategic Plan

**Vision**
What is the ideal future state we are trying to create?

**Mission**
What is our purpose? What are we here to make happen?

**Values**
What are the fundamental beliefs that shape how we work together and serve our mission?

**Reputation**
What do we want to be known for? What is the enduring perception or emotion that describes the total experience of PSU?

**Position**
What unique & sustainable value do we deliver, where do we deliver it, and for whom?

**Strategic Imperatives**
What must be accomplished over the planning horizon?

**Objectives**
How will we measure success?

**Initiatives**
What collective actions do we need to take, that are transformative in nature?