

## Values

Principles we hold each other to and find important

## Vision

The future we desire to build for Southwestern College

## Mission

How we define our purpose – why we exist, who we serve, and what we hope to accomplish

## Strategic Priorities

Foundational themes, principles or focus areas that relate to the College mission

## Institutional Goals

Directions for change; goals are broad in scope in order to encompass district-wide efforts regarding current and anticipated challenges

## Institutional Objectives

Specific initiatives, while still broad, that are undertaken to achieve institutional goals; clearly defined strategies with time frame and measureable outcomes

## Division Plans

Step by step sequence of how institutional objectives will be accomplished and assessed. Must include: link to institutional objective, timeframe, responsible parties, estimated budget, and possible assessment/measurement information. Division plans are reported by the appropriate division

## Program/Unit Goals

These represent program or unit goals which directly connect to school/division plans