

Components of Strategic Planning

Strategic plans can take different forms. However, to be most effective, the following components will help focus prevention efforts on your specific issues:

- Problem Statement and Population
- Goal Statement
- Existing Efforts
- Evidence-Based Strategies Available
- Partners and Key Stakeholders
- Available Resources
- Potential Barriers

The alcohol and drug use related problems your campus task group chooses to address are determined during the needs assessment phase. During this process, you identify what the problems are and among what specific population. Now, you are able to clearly identify a problem statement. Examples of problem statements include:

- “Too many problems related to high-risk drinking at house parties.”
- “Too much underage and excessive drinking at the local bar.”
- “Too many students are misusing prescription drugs.”
- “Too many freshmen are transported to the student health center for alcohol overdose.”

Once a problem is identified, the desired outcome is the goal statement. The goal is typically to reduce or decrease the behaviors in the problem statement. Then, list any existing efforts and consult the research literature to identify evidence-based strategies. Next, consider partners and key stakeholders who can assist in achieving your goal. Finally, identify your available resources and potential barriers. This process works best when repeated with each problem.