Flowchart of SCCC’s Strategic Planning Data Gathering Efforts

**Focus Groups**
- Gather stakeholder input
- Provide qualitative data
- Support other data gathering
- Contextualize the SWOT
- Support environmental scanning

**Environmental Scanning**
- Gathers external trend data
- Gathers internal trend data
- Provides quantitative data needed for forecasting

**Institutional Objectives**
- Objectives are rooted in analysis, but are connected to goals
- They create a tangible connection between operations and strategy
- Ensure alignment between the internal and external environment

**Institutional Goal Review**
- Evaluates appropriateness and relevance of the statement
- Anchors institutional goals (IG)

**Institutional Mission Review**
- Evaluates the connection between the goals and the mission
- Anchors institutional objectives
- IGs connect all operations to the mission

**Gap Analysis**
- Synthesizes where we are
- Synthesizes where we want to be
- Proposes strategies, initiatives, and activities to close the gap

**SWOT**
- Synthesizes internal strengths and weakness
- Synthesizes external threats and opportunities
- Addresses how strengths can be leveraged and weaknesses mediated

**Balanced Scorecard**
- Establishes the targets that determine if the objectives are met

**Legend**
- \(\rightarrow\) = Direct data connection
- \(\rightarrow\) = Data support
- \(\rightarrow\) = Final data process