**Strategic Plan Template** (for your specific County Extension Operation)

Mission

Vision

1. Current Status/Situation for each category of CED responsibility (can convert into Situation Statement for CED Leadership Extension Program)
2. External Relations:
* Strengths
* Weaknesses
* Opportunities
* Threats (Challenges)
1. Personnel:
* Strengths
* Weaknesses
* Opportunities
* Threats (Challenges)
1. Revenue Enhancement:
* Strengths
* Weaknesses
* Opportunities
* Threats (Challenges)
1. Marketing:
* Strengths
* Weaknesses
* Opportunities
* Threats (Challenges)
1. Compliance Issues:
* Strengths
* Weaknesses
* Opportunities
* Threats (Challenges)
1. Objectives (with respective evaluation methods used)
2. External Relations:
* Objective 1.
* Objective 2.
1. Personnel:
2. Revenue Enhancement:
3. Marketing:
4. Compliance Issues:
5. Action Plans/POW for each Objective (Should include educational methods as much as possible)
6. External Relations:
* Objective 1.
	+ Action Plan(s)
1. Personnel:
2. Revenue Enhancement:
3. Marketing:
4. Compliance Issues:
5. Results/Outcomes and Impacts (for each Objective)
6. External Relations:
* Objective 1.
	+ Outcome(s)
	+ Impacts
1. Personnel:
2. Revenue Enhancement:
3. Marketing:
4. Compliance Issues: