

Sustainability Plan Glossary of Terms

Problem Statement:

A **PROBLEM STATEMENT** is developed based upon the results of the campus' data analysis. From the data analysis a campus would identify gaps in the data between where campus would like to be and where they currently are. Though the campus' data analysis may uncover several areas of concern, it is critical that the campus prioritize the problem areas that if addressed would yield the greatest overall impact.

When writing problem statements remember, a problem statement:

- Is substantiated by facts
 - Is written objectively
 - Uses concise language
 - Includes specific details (WHO, WHAT, WHEN, WHERE)
 - Focuses on a single issue
 - Avoids causation or assigning solutions
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Needs or Focus Areas:

Campus **NEEDS** or **FOCUS AREAS** are identified by the campus based upon the information gathered through the needs assessment. **NEEDS/FOCUS AREAS** are determined by conducting a root cause analysis of the problem stated in the **problem statement**. The NEED/FOCUS AREA is a hypothesis of WHY the problem is occurring.

Annual Goals (i.e., Year 1 Goals, Year 2 Goals, Year 3 Goals):

ANNUAL GOALS are a product of the identified *needs* or *focus areas*, and reflect the progress the campus hopes to make in one year towards closing the gap stated in the **problem statement**. **ANNUAL GOALS** indicate – by addressing the **needs/focus areas** – the progress the campus hopes to make in closing the gap identified in the problem statement. Annual goals should be specific, measurable, attainable, results-based, and time-bound (SMART).

Strategy:

A **STRATEGY** is the broad, over-arching approach the campus plans to take to achieve their goal.

Activity:

An **ACTIVITY** is a component of the strategy, and includes the specific actions the campus plans to take within a given quarter to implement the strategy.

Desired Impact:

The **DESIRED IMPACT** is established prior to implementation of an activity. The desired impact specifies the result(s) the campus hopes to achieve by implementing the activity. The desired impact is synonymous with a quarterly goal, and should be specific, measurable, attainable, results-based, and time-bound (SMART).

Desired Evidence of Implementation:

The **DESIRED EVIDENCE of IMPLEMENTATION** is established prior to implementation of the activity. Desired evidence of implementation includes the data and/or artifacts that would indicate the actions needed to fully implement the activity with fidelity were taken. NOTE: An activity could be fully implemented but not yield the desired impact.

Succession Plan:

The **SUCCESSION PLAN** outlines the process(es) for identifying and developing potential successors for key roles. This process ensures that strategies and activities continue, even if the campus experiences staff changes.

Impact:

IMPACT specifies the actual result(s) the campus achieved by implementing the strategy and activities.

Evidence of Implementation:

EVIDENCE of IMPLEMENTATION includes the actual data and/or artifacts available – at the end of designated time period – that confirm what actions were taken in the implementation of the activity(ies).