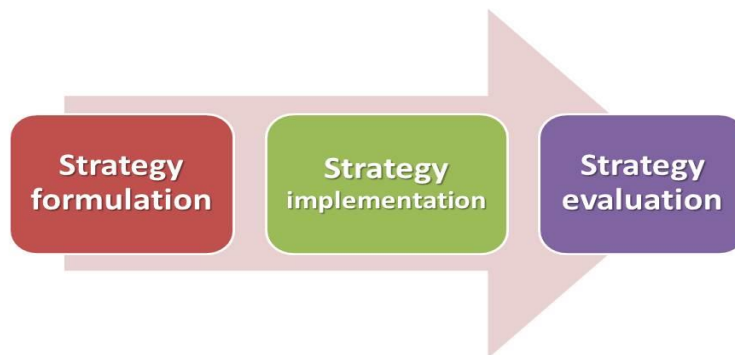


The Wesley Foundation at _____ A Framework for Strategic Management and Strategic Planning

Strategic management involves strategy formulation, implementation and evaluation. Strategic planning deals with the first phase (strategy formulation). For the Wesley Foundation strategic management will focus on integrating our major functions (administration, student programs, outreach, development, finance, property management, etc.) to achieve our vision/objectives/goals.

Stages of Strategic Management



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Mission statements define what an organization is and why it exists. Our mission statement is the same as that of the United Methodist Church: “To make disciples of Jesus Christ for the transformation of the world.”

Vision Statements describe a preferred future that spells out the conditions and quality of life that people with an interest in the organization want to achieve. The statement focuses on what will happen in the world if you are successful. Our vision statement is as follows:

“List your vision statement.”

Note: The BHECM Handbook states the following as the vision: “Campus Ministry invites and equips students to explore, engage and embody an active faith in God.” When looking at the definition of vision statements, this may be a better fit with your strategies or objectives.

Values Statements identify how an organization should act, consistent with its mission, along the path toward achieving its vision. Our vision statement incorporates a set of values for the Wesley Foundation.

Goals and Objectives: The words **goal** and **objective** are often confused with each other. We will use the term goal as the purpose for which an endeavor is directed. We will use the term objective or objectives as “targets” that must be met to meet our strategic goals. Objectives are normally classified as long term and annual. Long term normally ranges from one to five years.

Annual objectives are the short-term milestones that organizations must achieve to reach long term objectives. Goals should be developed for our overall mission/vision impact areas and objectives for our Campus Ministry System reporting classifications.

Overall Mission Impact Areas:

- The College Campus: The impact of our mission/vision on “transforming” the campus.
- Campus Students and Groups: Inviting and equipping students to explore engage and embody an active faith in God.
- Wesley Foundation Alumni: Disciples of Jesus Christ participate in God’s mission of transforming human lives and the world.

Current Campus Ministry Reporting Areas:

- **Explore**: Faith based events/programs for students who may seek or respond to an invitation extended by the Wesley Foundation or by the Leadership Team to explore an active faith in God. (An example would be a speaker series)
- **Engage**: Spiritual formation events/programs sponsored by the Wesley Foundation for students who are being intentional about developing an active faith in God. (Examples would be Sunday evening programs or small group bible study)
- **Embody**: Activities for students who use their gifts and faith to lead, serve and witness. Examples of this would be a mission or service project, leading a program for community groups, etc.

House/Property Reporting Areas: (Develop/Maintain)

- Residential: Specific long- and short-term requirements to support the House Residents Program.
- Programs: Specific long- and short-term requirement (fellowship hall/kitchen/meeting rooms) to support campus ministry programs/events. .
- Faith Based Community Programs: Specific long- and short-term requirements to support the needs of faith based community groups that pay facility use fees.

Strategies are the means by which strategic goals and long-term objectives can be achieved. Strategies define what is required from Wesley Foundation functions (administration, student programs, outreach, development, finance, property management, missions, information systems, district churches, alumni and friends of Wesley) to reach our objectives.

Strategic Planning is the first phase of the strategic management process (Strategy Formulation). For this phase, we will provide the mission statement (complete) and the vision statement (complete). Based on Wesley Foundation reports and information, identify a strategic planning facilitator to assist in performing the external and internal audit and identify strategies by matching your strengths to opportunities and finding ways to counter your weaknesses and external threats. Based on this independent analysis, goals, objectives and strategies will be developed.

Strategic Management Model

