

## Animal Care Expo Online



Do you have a plan for success?

Edward E. Clark, Jr., President  
Wildlife Center of Virginia



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## Comprehensive Planning is both, *strategic and operational*

- **STRATEGIC**
  - Long range (3-5 year cycles)
  - Major programs and priorities
  - Specific activities and projects to implement goals
  - Capital projects and costs
- **OPERATIONAL**
  - Short-term (typically 1 year)
  - More flexible and adaptable to changes (internal and external)
  - Day-to-day activities
  - The basis for annual budgeting



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## A comprehensive plan includes the following:

- **Mission Statement** – The central motivation for everything the organization ever does!
- **Goals** – Broad areas of activity in which you are involved in order to advance the mission
- **Objectives** – Specific projects you will do within each major goal to advance the goal, with measurable outcomes and timelines
- **Tasks and budget** – Specific assignment of units of work, with timelines, budgets
- **Evaluation/Risk Assessment** – Assessment of whether or not the desired impact will be achieved and the mission sufficiently advanced, if all tasks are completed, objectives achieved, and goals reached. It also asks what can *go wrong!*



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### Mission Statement

- A concise statement of *why* your group exists.
- This is the most important step in planning, and often the most difficult.
- This does not list what you do; rather, your reasons for doing it.
- Everyone should know, understand and agree with this statement.
- *Everything done by, or in the name of the group should advance the mission in some way.*

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### Goal Statements

- These are the broad areas of group involvement.
- These may be *qualitative* (“to improve the veterinary care in our shelter”), or
- *Quantitative* (“to raise \$100,000 to support operations”).
- Each goal will generally include several related projects through which the goal is implimented.

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### Objectives

- These are the individual projects or programs that are carried out to achieve the goal.
- These must be *measurable, have a timeline for completion, and be directly related to the goal.*
- Typically, these projects are self-contained, even if related to other activities

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### Tasks

- **These are the individual units of work necessary for the completion of each objective.**
- **Tasks have a start time and a completion time**
- **Tasks identify clearly measurable outcomes or performance standards.**
- **Each task needs to be assigned to a specific person or group.**

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### Evaluation and Risk Assessment

- This step simply answers the question, "Will our plan work?"
- Will the completion of all task assure the successful achievement of each objective?
- If all objectives are met, will the goals be accomplished?
- What could go wrong, and what can you do about it?

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