Core Values  What do we stand for?
Mission  Why do we exist?
Strategic Issues  What must we address in the next three to five years?
Underlying Assumptions  What do we think will be true about the future with regard to our strategic drivers?
Vision  What does success look like for us?
Goals  What major achievements will lead us to reach our vision?
Strategies  How will we reach our goals?
Initiatives  What specific projects, programs, and activities will operationalize our strategies?
Performance Measures  What will be the evidence of the success of our initiatives?

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