

# Project Strategic Plan Template

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## Rural Health Network Development Program Technical Assistance

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## BACKGROUND AND PURPOSE

Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation's leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI enhances the health of rural communities by providing products and services with a focus on excellence and innovation. RHI is providing TA to the Rural Health Network Development program through a contract with the Federal Office of Rural Health Policy.

This *Project Strategic Plan Template* was created to provide support to Rural Health Network Development grantees in writing an effective and dynamic strategic plan after you have held a participative planning event as outlined in the *Project Strategic Plan Guide*.

This template is designed for use in conjunction with the *Project Strategic Plan Guide* for Rural Health Development Networks. For samples of the completed strategic plan components reviewed in the guide and template, see the *Project Strategic Plan Samples* for Rural Health Development Networks document. Additional resources on strategic planning can be found on RHI's [Network Aim for Sustainability Portal](#) page.

## INSTRUCTIONS

Although a specific template for the strategic plan is not required as part of the Rural Network Allied Health Training Program grant deliverable, the following components are recommended:

- Network Purpose and Shared Vision
- Environmental Scan and Analysis
- Strategic Objectives
- Communication Plan

There is no correct way to present a strategic plan. We offer this template to provide your network with ideas and a starting point as you make decisions about creating your report. To use this template for documenting your network's strategic plan, complete the following steps:

- Revise the cover page to display the appropriate network/program information, including name, location, authors of the report and the date
- Remove the Background and Purpose section and the Instructions section on pages 2 and 3 of this template document
- Change the headers and footers to reflect your network name
- Complete the sections provided with relevant information in the form of narratives, tables, diagrams and charts as appropriate
- Update the Table of Contents to reflect your new content language and layout

## STRATEGIC PLAN COMPONENTS

### Network Purpose and Shared Vision

This section provides a high-level overview of the network's history, members and mission, and states the shared vision and primary grant goals.

Keep this section to no more than two pages. Standard narrative text is typically the most functional format for this component, although visuals could certainly be created if desired.

See page 10 of the *Strategic Plan Guide* for Rural Health Development Networks and *Project Strategic Plan Samples* for Rural Health Development Networks for details.

- **Network History**
- **Network Members**
- **Network Mission**
- **Network Shared Vision** (along with a brief description of your process for reaching consensus on and/or reviewing the shared vision)
- **Primary Project Goals**

## Environmental Scan and Analysis

This section reviews significant characteristics of the network's internal and external environment in terms of key blocks and strengths of the network.

A summary of the environmental scan can be a narrative form, a chart or diagram. The description of the environment and the accompanying analysis should be not more than two pages.

See pages 11-12 of the *Strategic Plan Guide* for Rural Health Development Networks. and *Project Strategic Plan Samples* for Rural Health Development Networks for details.

## **Summary of Environmental Scan**

## Strategic Objectives

This section identifies the two-to-three year strategic objectives that will move the network toward its vision.

This information should fit into one page. There are options for presenting this information using the simplified format below, a strategy map or your logic model.

See page 13 of the *Project Strategic Plan Guide* for Rural Health Development Networks and *Project Strategic Plan Samples* for Rural Health Development Networks for details.

### **Goal #1:**

**A:** (Strategic Objective)

**B:** (Strategic Objective)

### **Goal #2:**

**C:** (Strategic Objective)

**D:** (Strategic Objective)

### **Goal #3:**

**E:** (Strategic Objective)

**F:** (Strategic Objective)

## Optional: Strategic Map

|  |                                     |
|--|-------------------------------------|
| <b>Finance</b><br><i>As <b>financial stakeholders</b>, how do we intend to meet the goals and objectives in the network's mission statement?</i>                         | <div></div> <div></div> <div></div> |
| <b>Customers and Partners</b><br><i>As <b>customers</b> of the network services, what do we want, need or expect?</i>  | <div></div> <div></div> <div></div> |
| <b>Internal Processes</b><br><i>As members of the organization's <b>staff</b>, what do we need to do to meet the needs of the patients and health care community?</i>    | <div></div> <div></div> <div></div> |
| <b>Learning and Growth</b><br><i>As an <b>organization</b>, what type of culture, skills, training, and technology are we going to develop to support our processes?</i> | <div></div> <div></div> <div></div> |



## Communication Plan

This section details how the strategic objectives and initiatives are communicated throughout the network and partner organizations.

Consider using a visual to illustrate the communication plan. This section should be no more than two pages. Add rows as needed.

| What is being Communicated? | Audience of Communication | Mode of Delivering Information | Frequency of Delivering Information | Person Responsible for Communication |
|-----------------------------|---------------------------|--------------------------------|-------------------------------------|--------------------------------------|
| <i>Mission / Vision</i>     |                           |                                |                                     |                                      |
| <i>Strategic Objectives</i> |                           |                                |                                     |                                      |
|                             |                           |                                |                                     |                                      |
|                             |                           |                                |                                     |                                      |
|                             |                           |                                |                                     |                                      |
|                             |                           |                                |                                     |                                      |
|                             |                           |                                |                                     |                                      |
|                             |                           |                                |                                     |                                      |

## NEXT STEPS

This section is to give the reader an idea of what is next. You may use the following or write something from your own network's perspective.

*The work we have completed for this strategic plan has been within the Analyze and Plan phase of the Strategic Planning Cycle. Our next steps are to determine what is going to be measured to show progress toward our goals. Part of this will also be to develop a plan to monitor and adjust. This will complete this first phase of the Strategic Planning Cycle. A communications plan is part of this document, however in the evaluation planning phase there will be much more comprehensive communication plan.*

*The workplan developed for the grant application will be used for operationalizing the grant project.*

*Upon completion of the Evaluation Plan, our network will have all the elements of the Strategic Planning Cycle in place to keep moving forward with our grant project.*

*Recognizing that this is a "living and breathing" document, we will be updating on a regular basis by **(fill in how you plan to do that)**. Our intention is to go through the full strategic planning process again in year **(three or four- pick one)**. The environment we work in is constantly changing and this needs to be reflected in our planning.*