



**BOWEN ISLAND  
COMMUNITY  
FOUNDATION**

## STRATEGIC PLANNING

### PURPOSE

Strategic Planning is an organizational engagement activity that is used to set priorities, focus energy and resources, and strengthen operations.

Effective strategic planning

- \* Ensures that the Bowen Island Community Foundation and its stakeholders are working toward common goals
- \* Sets out the actions needed to achieve those goals
- \* Creates agreement on intended outcomes and how to measure the success of these outcomes
- \* Adjusts to a changing environment

### PROCESS

Strategic Planning Document – is a document used to communicate the Foundation’s goals, actions needed to achieve those goals and all the critical elements captured during the planning exercise. Its overarching theme should align with the most recent “Vital Signs/Conversations” report.

A document referred to as “The Strategic Plan” that encapsulates the above should be completed, Board approved and publicly accessible.

### STEPS IN STRATEGIC PLANNING

1. Analysis or assessment to create an understanding of the internal and external environments -- and should include findings as a result of the most recent “Vital Conversations”
2. High level strategy is developed and a basic organization level strategic plan is documented
3. Action plans are developed, enabling execution of the plan
4. Ongoing refinement and evaluation of performance



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## TIMING

A strategic plan will be developed every three to five years, with ongoing adjustments from time to time, as approved by the Board. Preferably a strategic plan should be developed within the first year of a Chair's appointment.

## ACCOUNTABILITY

The Governance Committee is accountable for ensuring there is a Board approved strategic plan. The Chair will monitor to ensure timely execution and follow-through on action items.

Approved by the Board: November 24, 2015

Review Date: Within one year of a new Chair being appointed and, in any event, every three to five years.