



Transcript - Introduction to Strategic Planning

Now that you've heard what comprehensive planning for suicide prevention is all about, you likely have a few ideas brewing. Maybe you've already decided what your next step is going to be and you're ready to get started immediately. Or maybe you found the whole idea overwhelming and don't know where to begin. That's okay. To both groups, we suggest that you take a breath, and gather some information to figure out what goal is going to be the best to focus on at your particular campus, and what strategies are needed to accomplish your goal. Goals are the "what" of your prevention plan, and strategies are the "how". So, what do you want to accomplish, and how do you plan to accomplish it?

This brief series of strategic planning videos will focus on:

- Gathering Information
- Putting the Essentials in Place
- Choosing a Goal
- Selecting Strategies

Every campus is unique. Your students are diverse, and every campus has its own culture. Campuses have strengths and weaknesses – assets and challenges. Therefore, the next best task will differ for each campus. However, we can give you a few tips on how to identify your next step and your initial strategic plan. Watch the other four videos in this series for some suggestions.