**Reflect & Report**
Reflect on internal strengths and weaknesses. Look for external opportunities and threats as you consider planning for improvement, innovation, or sustainability. Enter information into Insight to systematically document planning and assessment efforts.

**Define & Align**
Ensure alignment of departmental mission and objectives with Institutional Mission, Core Theme Objectives and Administrative Imperatives. Consider how the department’s vision supports the department mission, informs strategic objectives, and shapes future actions.

**Plan & Assign**
Plan how you will achieve objectives by defining goals and assessment measures. Link department objectives to Core Themes & Administrative Imperatives. Define goals with action steps, deadlines, and responsible parties.

**Prioritize & Budget**
Collaborate and negotiate on priorities of programs, services, and new initiatives; align human and fiscal resources to highest priority objectives. Submit PBA funding request for initiatives requiring resources that exceed current departmental capacity.

**Act & Assess**
Act on goals, track progress and collect evidence for assessment methods. Evaluate data and consider effectiveness of results in relation to achieving student learning outcomes or operational unit objectives.