

Appendix 1
Glossary of Terms

Vision:

A guiding theme based on shared wishes and dreams that clarifies future direction and becomes a unifying force for achieving goals.

Goals:

- Compelling but often abstract picture of our future
- Broad directions – larger, more general ideas (not actions, not how, when or who)
- General expressions of community values and uniqueness of the community
- Statements of what our community will be like as we achieve our vision
- Describe our optimum achievements, ideal results and mutual aspirations
- Provide guidance for objectives and strategies

Vision Elements:

Elements of the vision pertaining to specific community systems (12 in Community COMPASS) that provide guidance for development of Core Goals and Objectives. Vision Elements identify the focus of research for traditional elements of the comprehensive plan.

Core Goals:

Interrelated goals (four in Community COMPASS) that provide guidance for development of Objectives and Strategies. The Core Goals will be used to measure progress toward achievement of interrelated Action Plans.

Objectives:

- Broad statement (more detailed and concrete than a goal), describing a recognizable outcome desired by the community. Objectives are usually stated in terms of output or results rather than processes, activities, solutions or means of achieving an end
- Realistic achievement within the authority or influence of collaborating partners
- Driving force or desired direction that creates momentum and helps to make a difference
- Consistent with community Goals
- Guidance for strategies

Strategies:

- Statements of how objectives will be accomplished (may include traditional objectives, policies, criteria, standards, principles and actions)
- Clear commitments that will eliminate problems or obstacles to achieving the objective or create opportunities for building on assets that will achieve the objective
- Guidance for action plans

Initiatives:

A cluster of interrelated strategies

Priority Initiative:

Initiatives identified by the steering team that offer the greatest leverage when implemented.

Partner:

Organizations contributing through their programs and/or projects to the accomplishment of initiatives.

Campaigns:

- Implementation phase to be organized around Four Campaigns of Action based on the four Core Goals.
- Status of the four campaigns will be partially gauged by commitments and progress of existing programs and projects of the Hamilton County Regional Planning Commission, Planning Partnership and other partners.
- The four campaigns will also include development of strategic and action plans for priority initiatives.

Strategic Plans:

A process for organizing strategic planning committees for each priority initiative (who will convene, what is the interest in the initiative, who is willing to collaborate?)

- Define vision, or desired results, for an initiative (what is the common view of citizens?)
- Define key indicators for each initiative (what should be measured in order to recognize results?)
- Identify baseline trends and projections, and the story behind the baseline.
- Identify potential partners
- Identify what works for the initiative (best practices, etc.)
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Action Plans:

A specific method and tasks by which goals, objectives and strategies will be achieved (how, when to start and complete, by whom, at what cost and priority)

- Define specific objective measures or indicators of success (how we know goals and strategies are accomplished)
- Generate partner commitments, identify tasks, determine responsibility, develop schedule, and develop budget/funding
- For participants, identifies "What will I do tomorrow?" (logistics)

Program:

A plan or system under which action may be taken toward a goal

Project:

A planned undertaking

Policy:

A definite course or method of action selected from various alternatives to guide and determine present and future directions.