

PLANNING STATEMENTS FOR THREE YEAR PLANS  
PEACE LIARD REGIONAL ARTS COUNCIL

Proposed programs should be drafted in the form of a planning statement. Planning statements must pass the SMAC Test: they must be specific, measurable, achievable and congruent with the goals of the organization.

Planning statements should address the following areas:

1. Rationale: what is the problem, need or issue?
2. Value: why should the community care?
3. Purpose: how will the problem, need or issue be addressed?
4. Client: who will it serve?
5. Goals: what is the intended outcome? (in three years)
6. Objectives: what will be achieved this year?
7. Methods: how will you meet your objectives?
8. Management: who is going to do what?
9. Phasing: what report and policies will arise from the project?
10. Evaluation: how will you measure your success or failure? (qualitatively and quantitatively)?