

Identifying strategic goals and
expected results

A strategic goal

A typical strategic goal has the following characteristics:

- Clear link to mission and vision
- Based on realistic picture of past, present and future
- Challenges the status quo
- Formulated so that the organisation develops towards the desired future state

Some points from your pre-assignments...

Every pre-assignment listed the following activities:

- Student mobility
- E+ or similar development and cooperation projects

Note!

A project or European or internationalisation co-operation is not a strategic goal in itself.

Some points from your pre-assignments...

Topics that could be better taken into account:

- staff mobility
- incoming student and staff mobility
- quality and equality of mobility (and not just quantity)
- ECVET-process
- partnerships, networks and consortia (or twinning), memberships in international associations
- international branch certificates, other quality assurance
- intercultural skills development, international pathways, language learning
- internationalisation at home -> bilingual programmes, link to all curricula and development of teaching/training
- international skills competitions
- immigrants and refugees

Strategic goals...

How strategic are the following?

- More student mobility
- More partners
- Language learning for teachers
- Mobility experiences for teachers
- Applying for E+ VET Mobility Charter

-> **WHY** are we doing these actions? Answering this WHY helps you to motivate people behind your goals...

-> ...and makes your goals more strategic!

Identifying strategic goals and expected results

- Work in institutional pairs
- Identify 1-2 development areas/topics/target groups you would like to work on in the coming years in your organisation
 - **what are your needs**, also based on the dreaming, timeline work, brainstorming of needs and previous experiences
- **Define them more clearly** and start to develop them into **strategic goals**
- Make clear notes for yourself, you can also use flip charts

-> **in English**, please, these will be used as a part of the common work in the afternoon!