

ARL/ACRL Institute on Scholarly Communications Increasing the Effectiveness of Your Scholarly Communications Program Workshop

Day 1: April 9, 2013

Worksheet

Assessing Our Environment (3-5 years)

Category	Trends	Assumptions about the Future
Competition		
Economic Climate		
Political Climate		
Customer Expectations		
Demographics		

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Category	Trends	Assumptions about the Future
Technology		
Other?		

Assessing Our Program

What is working well?	What is <i>not</i> working well?

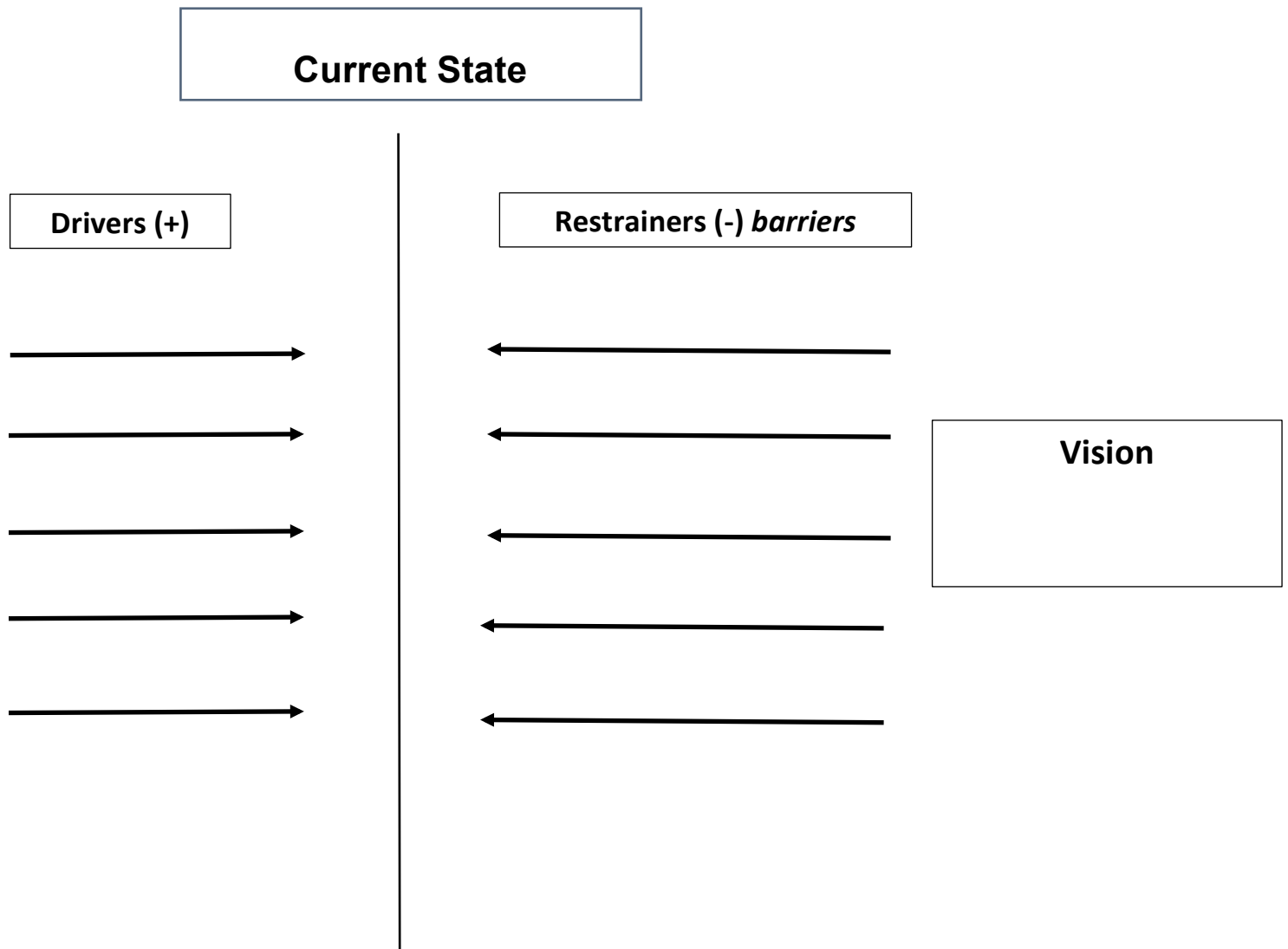


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What is my longer-term envisioned future (5+ years) to be achieved?

One Sentence Vision Statement:

Vivid Description of a Desired Future (bulleted points):



What are my shorter-term goals (outcomes) to be achieved (2-3 years)?

- 1.
- 2.
- 3.

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What is my action plan?

Goal:

Metrics:

Strategies (Actions)	Who	When	Measure Success

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