

Republic of the Philippines
CAGAYAN STATE UNIVERSITY
CARIG CAMPUS
Palm St., CSU Carig Compound, Carig Sur
Tuguegarao City, Cagayan 3500

CAMPUS PLANNING AND DEVELOPMENT OFFICE

APPENDIX C

PLANNING GUIDE/ FRAMEWORK

PLANNING GUIDE/ FRAMEWORK

ANNUAL Plan 2024

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OBJECTIVES

General: Prepare the Annual Plan 2024

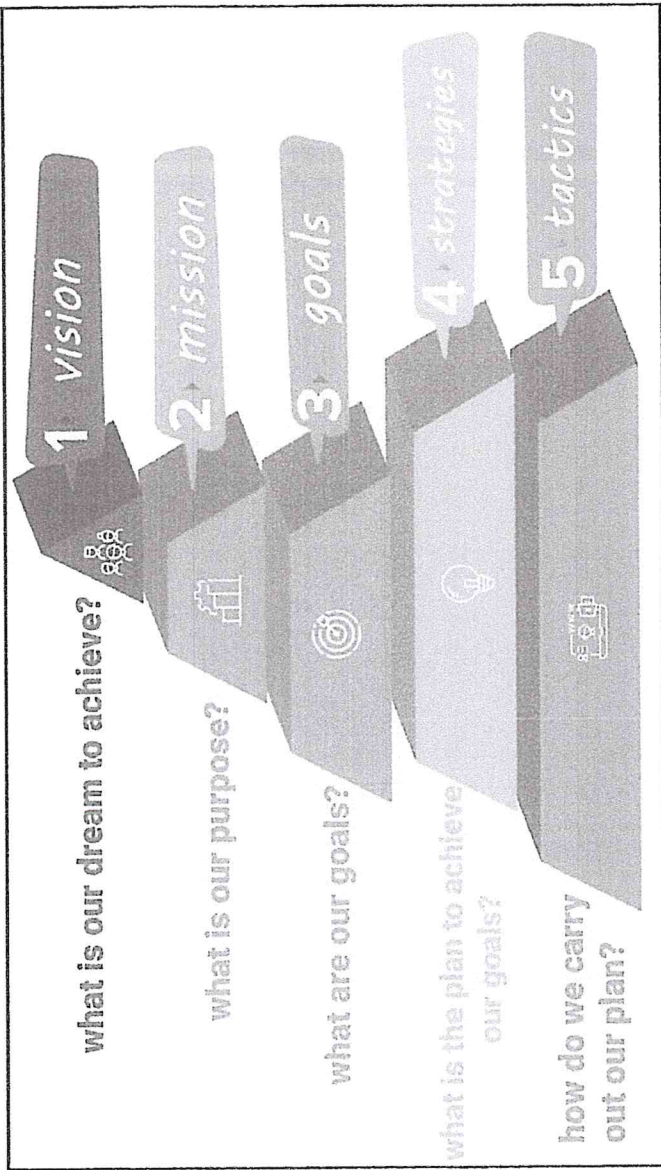
Specifically:

1. Orient the planning framework
2. Present the annual plan format
3. Integrate the SWOT Analysis to the WFP
4. Discuss risk and opportunity assessment and control

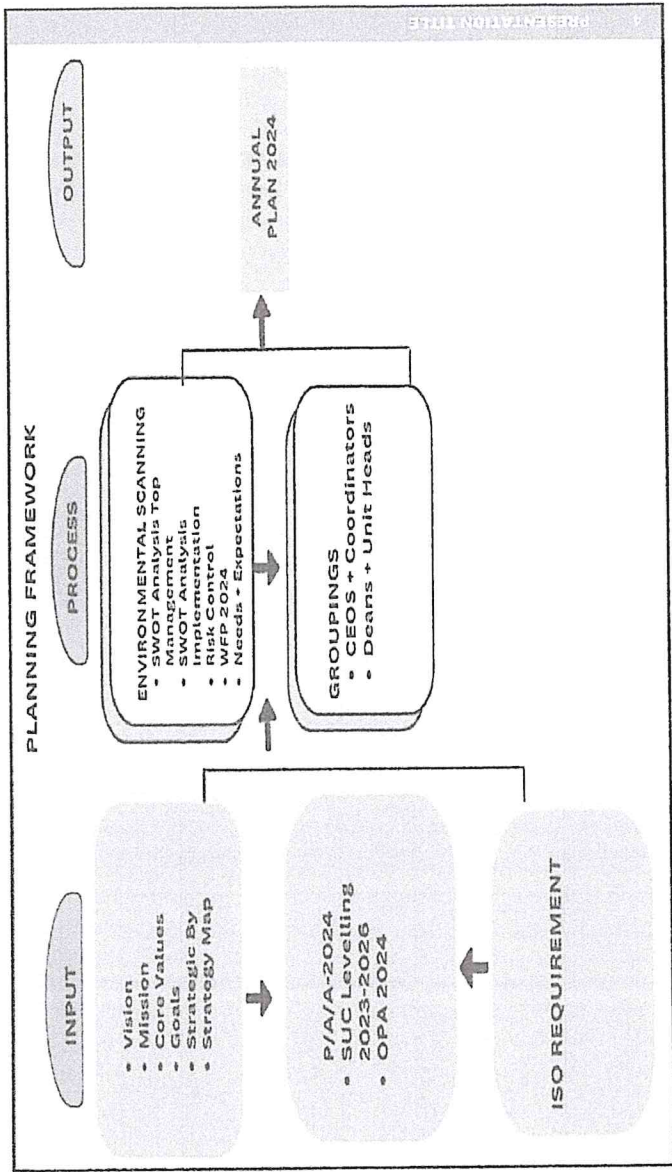
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ANNUAL PLAN 2024

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Preface

Executive Summary

Chapter 1: INTRODUCTION

J. M. J. SMITH

Microscopic

MANDATES

VISION

ACOISSIM

CORE VALUES

SWOT ANALYSIS FOR TOP MANAGEMENT

SWOT ANALYSIS FOR IMPLEMENTERS

RISK AND OPPORTUNITIES CONTROL.

BALANCE SCORECARD

BREAKTHROUGH GOALS

STRATEGIC OBJECTIVES

WORK AND FINANCIAL PLAN 2024

DEPARTMENT OF ACADEMIC AFFAIRS

DEPARTMENT OF RESEARCH, DEVELOPMENT AND EXTENSION

DEPARTMENT OF GENERAL ADMINISTRATION AND FINANCE

DEPARTMENT OF INTERNATIONAL PARTNERSHIP AND RESOURCE

MOBILIZATION

1991: 21-22)

REFERENCES

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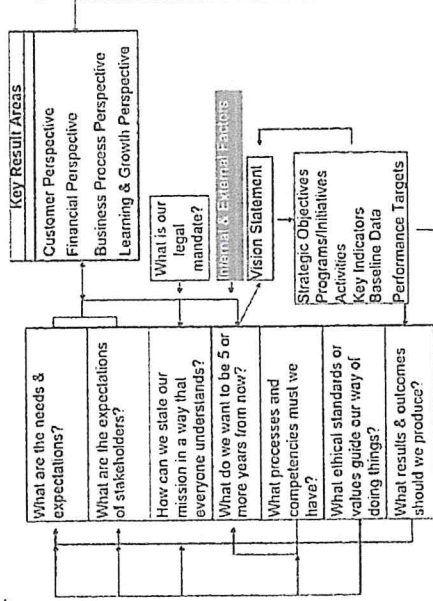
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WORK AND FINANCIAL PLAN

1. What are the Strategic Priorities that has been cascaded?
2. Identify strengths, weaknesses, opportunities, and threats
3. What actions (PAPs) must be taken along the identified SWOT?
4. What is the budgetary requirement/s for the implementation of the program/projects?
5. What is the fund source?
6. What office shall be responsible in the implementation of the actions?
7. The timeframe for the implementation of actions?

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WORKING FRAMEWORK FOR SWOT ANALYSIS



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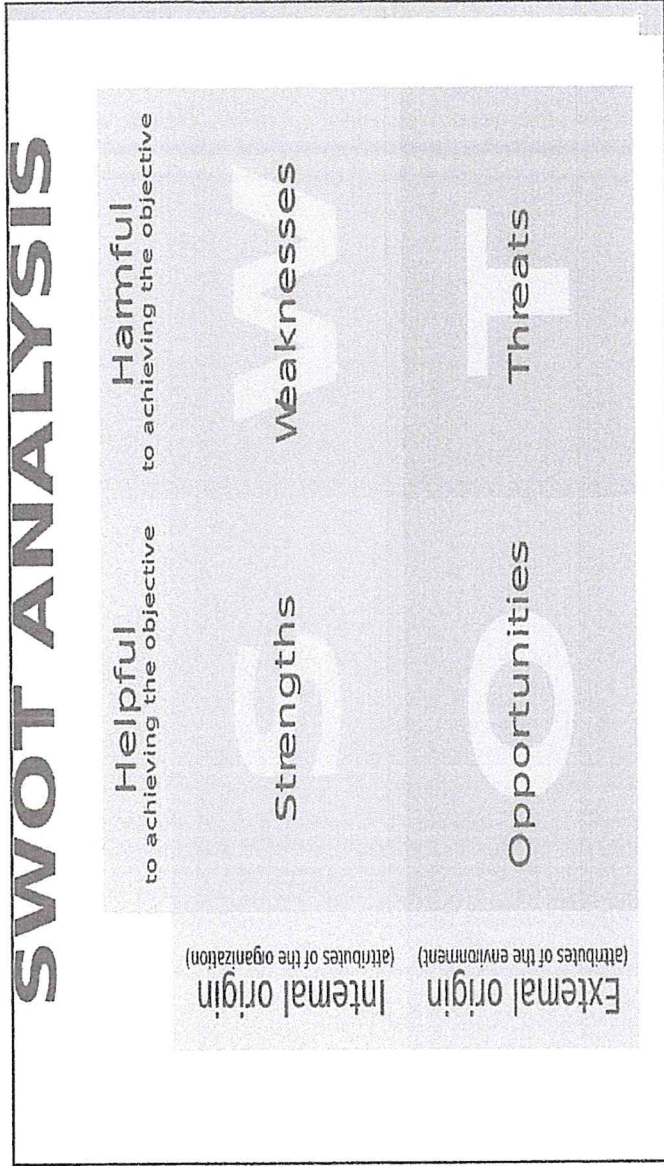
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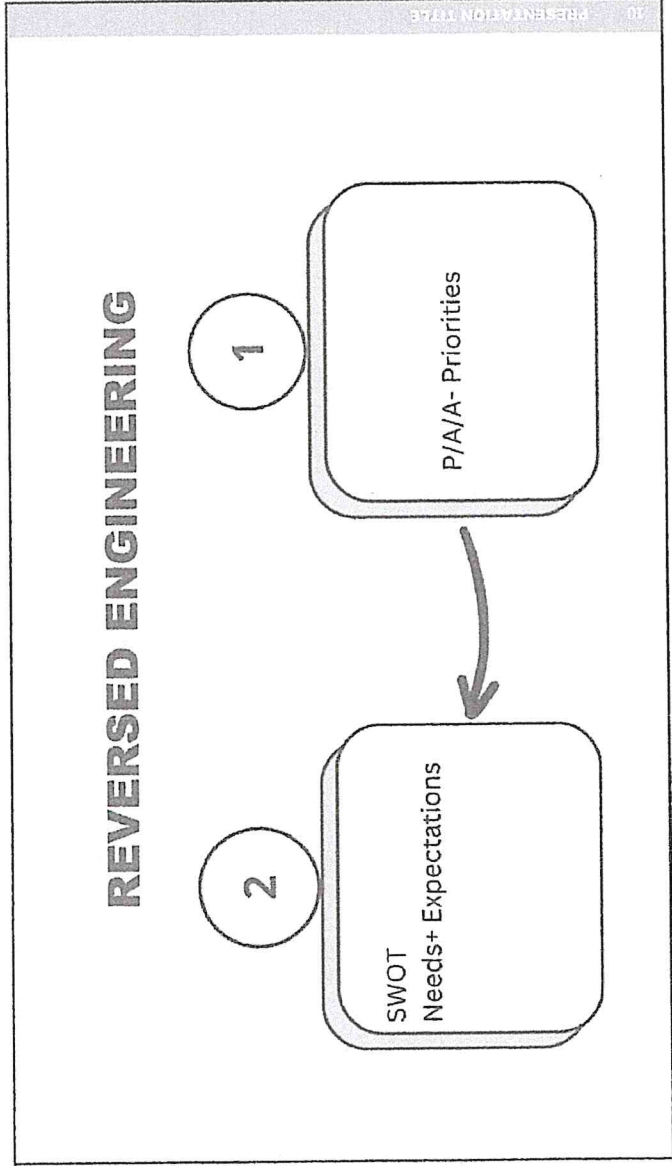
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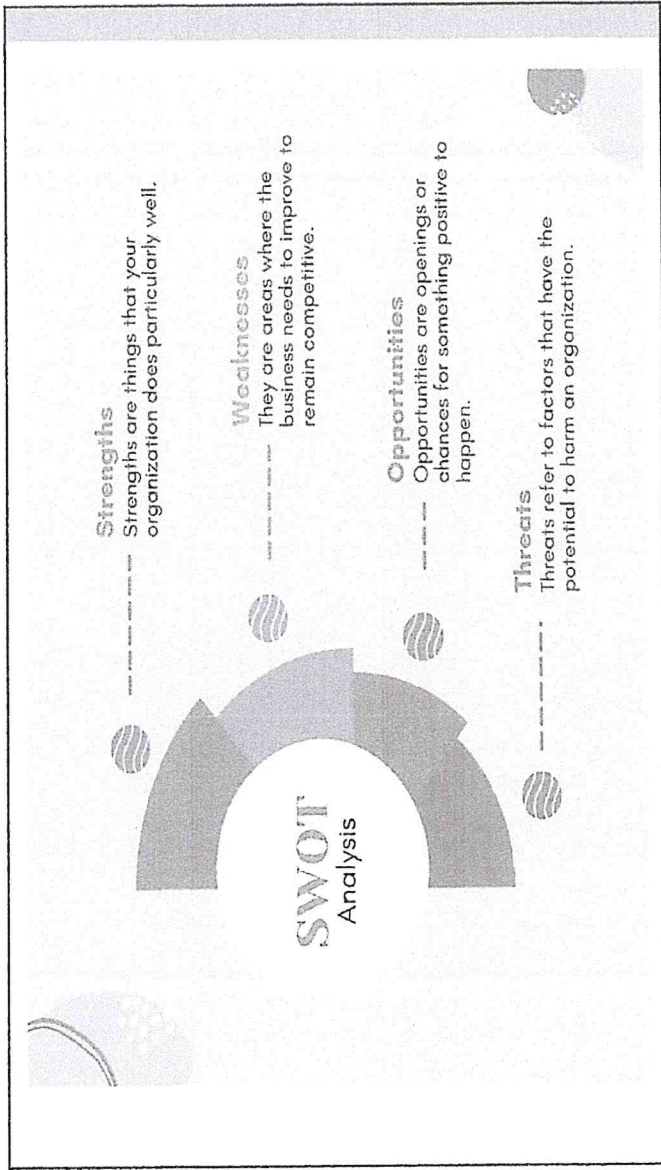
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SWOT'S REVIEW

- Strengths and Weaknesses are **internal**
- Opportunities and Treats are **external**
- SWOTs- tangible and intangible
- Strength: internal indicator of good performance
- Weakness: internal indicator of poor performance
- Opportunities : favorable external factor
- Threat: unfavorable external

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FACILITATING AND HINDERING FACTORS

1. Facilitating Factors – factors like law/policy, systems, process, situations, etc. which enable the achievement of your targets. These could also be your strengths and opportunities.
2. Hindering Factors – factors like law/policy, systems, process, situations, etc. which prevent the achievement of your targets. These could also be your Weaknesses and Threats.

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INTERNAL ASSESSMENT

- 1st LEVEL ASSESSMENT: EVALUATING PERFORMANCE, OUTPUTS AND OUTCOMES
- 2nd LEVEL ASSESSMENT: ORGANISATIONAL COMPETENCIES AND CAPABILITIES
- 3rd LEVEL ASSESSMENT: EVALUATING UTILISATION OF RESOURCES
- 4th LEVEL ASSESSMENT: EVALUATING MANAGEMENT PROCESSES
- 5th LEVEL ASSESSMENT: EVALUATING THE MANAGEMENT FUNCTIONS : OPERATIONS, HUMAN RESOURCES, FINANCE, PROGRAMS AND PROJECTS
- 6th LEVEL ASSESSMENT: EVALUATING TEAMS AND INDIVIDUALS
- 7th LEVEL ASSESSMENT: EVALUATING PHYSICAL ASSETS, WORKING CONDITIONS AND ENVIRONMENTAL SURROUNDINGS

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EXTERNAL ASSESSMENT

1. MACRO ENVIRONMENT and PESTEL OR STEEPLE
2. INDUSTRY ANALYSIS
3. SECTORAL ANALYSIS
4. TREND ANALYSIS

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STRATEGIES: ACTING ON SWOTS

External Environment	Internal Environment	
	Strengths	Weaknesses
	Opportunities	Threats
	S-O Strategies	W-O Strategies
	S-T Strategies	W-T Strategies

TEMPLATE

STRENGTH	OPPORTUNITIES	STRATEGIES
STRENGTHS	THREATS	STRATEGIES
WEAKNESSES	OPPORTUNITIES	STRATEGIES
WEAKNESSES	THREATS	STRATEGIES

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TIPS IN WRITING SWOTS

- 1. **Be Specific:** Avoid gray areas, vague descriptions or fuzzy definitions
- 2. **Be Objective:** Ask for input from a well-informed but objective third party; compare it with your own notes.
- 3. **Be Realistic:** Use a down-to-earth perspective, especially as you evaluate strengths & weaknesses.
- 4. **Apply Context:** Distinguish between where the organization actually is today, and where it could be in the future.
- 5. **Contrast & Compare:** Analyze (realistically) in relation to your baseline or benchmark, i.e. better than or worse than your baseline or benchmark.
- 6. **Short & Simple:** Avoid needless complexity & over-analysis.

STRENGTHS

- On campus location
- Easy accessibility – no transportation needed
- Students can shop between classes for immediate needs

OPPORTUNITIES

- Create an in-store destination to draw in students
- Set up product demos that students can try before they buy
- Create a loyalty plan to help students save

WEAKNESSES

- Limited e-commerce shopping
- No shipping available
- Higher prices

THREATS

- Competitors are creating smaller more targeted stores for college students
- Bigger outlets offer 2-day shipping
- Students are outsourcing for cheaper textbooks

DOUGLAS STEWART

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STRENGTHS • Ability to store "artifacts" to see growth or comparison (e- portfolios) Mahara or Web 2.0 e-portfolios; Can show growth and put skills on display • Students can demonstrate more than just knowledge; highlight skills that cannot be easily demonstrated with paper and pencil tests • Students can own learning (masters) • Promotes problem solving and critical thinking skills • It's fun and thought-provoking at the same time • Eliminates the fear of exams • Work can be archived, and product is saved in the cloud • Highlights strengths - some may have been hidden • Multiple efforts can be assessed • May be recorded in terms of "deeper" learning • More meaningful results and "deeper" learning • May increase student participation in assessment • May be more student-centred / motivating, esp. if they have a hand in creating / guiding it • Allows students to be creative • Teacher can be more of a guide / mentor • Adaptable	WEAKNESSES • Access to the e-portfolio - is it a lifelong learning thing, or do you only have the e-portfolio for a set time (Web 2.0, cloud e-portfolios may have restricted access) • What are the assessment guidelines? Common rubrics? Common guidelines? Do we need them? • Difficult to describe as a business, product/venture • As in any assessment, not all products require higher order thinking • More time-consuming than tests • Users (students for example) may not understand what is "good" or "bad" about their product (i.e., needs a strong easy to understand rubric) • May be challenging to fit the curriculum / evaluate • Content may vary widely between students • Students transferring in or out of a school may have problems • A given sample of work may not be typical - quite unfortunate if it took a long time
OPPORTUNITIES • New services can be provided as part of workplace training programs, e.g., with learnings incorporated into workplace products which the learners produce. • New products can be created to assist with PBA to effectively display higher level learning • PBAs can be created for real-life simulations for any curricula to give students an authentic experience as assessment • Broader applications • Plugins or modules for SIS (student information systems) • Could standards for college / university entry be based on work rather than marks?	THREATS • Companies need to perform good analyses to determine what the market actually needs. Without doing this analysis the venture cannot succeed. • The market can be overwhelmed with tools for PBA collection - becomes confusing for consumers to determine what is the best tool. • Comparative assessment may be very difficult • Can governments (i.e., public education) get assessment data from PBA products?

Marketing Programs SWOT Analysis	
Strengths • Consistent flow of inquires/leads • Strong trade show presence • Flexible and responsive to Sales • Sales Dev becoming optimized • Reduced conflict from Direct and channel on lead model • Customer and analyst leverage	Weaknesses • Reporting, analysis and commun. • Lack of support from field • Lack of search engine optimization • Marketplace awareness is light • Poor strategic alliances • Lack of agreement/focus on key initiatives
Opportunities • Awareness via Big Splash campaigns • Integrated Web, sales and mkt systems • Outbound personalization and inbound lead-scoring and follow-up • Closed-loop system for channel mgmt • Viral marketing programs • Focus our spending on priority programs that drive revenue	Threats • Unfocused message=mkt confusion • Sales wanting to change lead model • Mkt and sales systems not synergized • Vulnerable customer base if we don't get the ECM consolidation msg right • Competitive giants w/ larger budgets • Growth in inquiry #'s without a similar growth in qualified lead #'s

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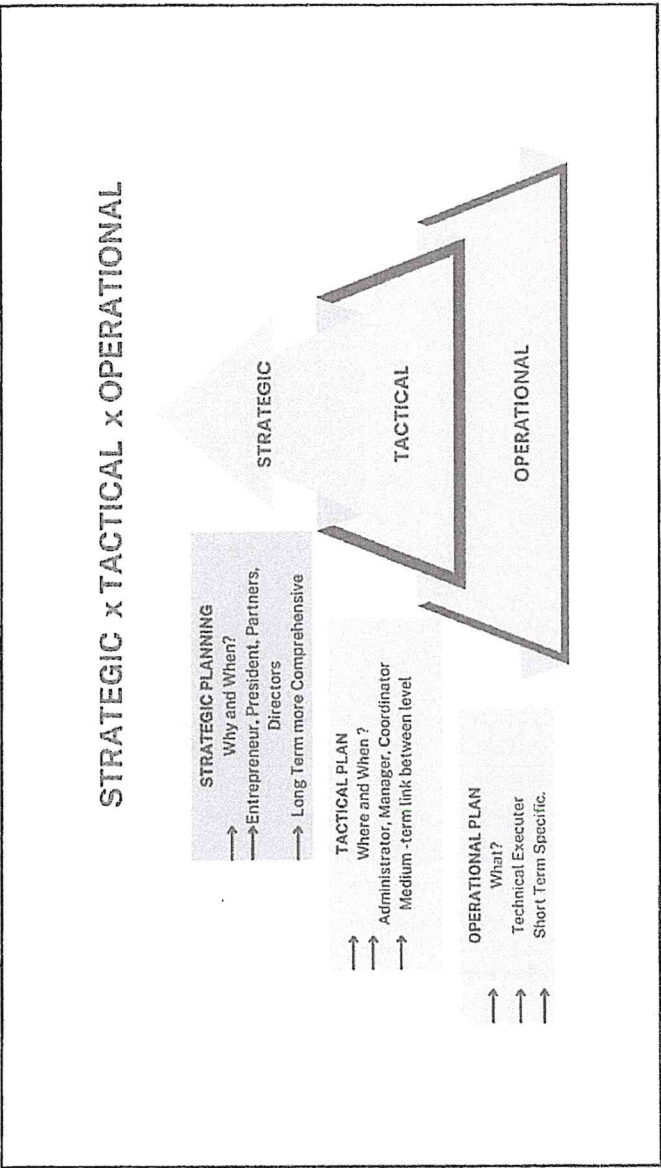
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Internal Origin (Attributes of the organization)		External Origin (Attributes of the environment)	
Enhancers STRENGTHS What are the internal strengths of the organization? How do these strengths enhance the organization's performance? What are the internal weaknesses of the organization? How do these weaknesses hinder the organization's performance?	Inhibitors WEAKNESSES What are the internal weaknesses of the organization? How do these weaknesses hinder the organization's performance? What are the internal strengths of the organization? How do these strengths enhance the organization's performance?	Helpful (+) (to achieving objective) OPPORTUNITIES What are the external opportunities for the organization? How do these opportunities enhance the organization's performance? What are the external threats to the organization? How do these threats hinder the organization's performance?	Harmful (-) (to achieving objective) THREATS What are the external threats to the organization? How do these threats hinder the organization's performance? What are the external opportunities for the organization? How do these opportunities enhance the organization's performance?

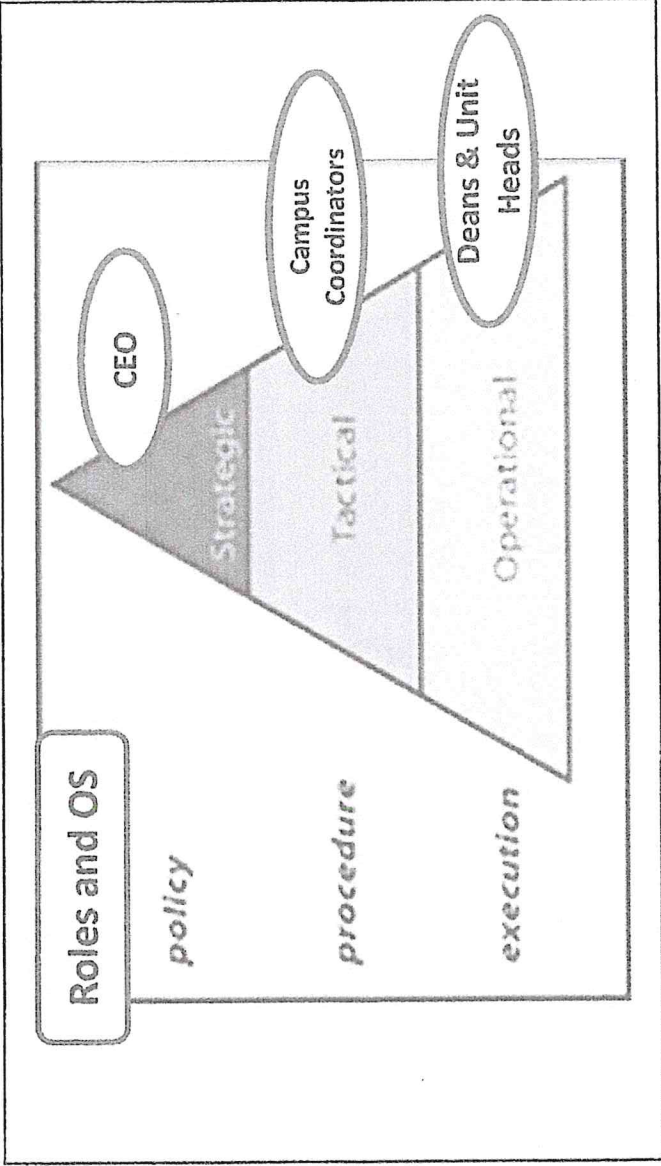
SWOT

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SWOT ANALYSIS BY THE CEO, COORDINATORS AND DEANS AND UNIT HEADS

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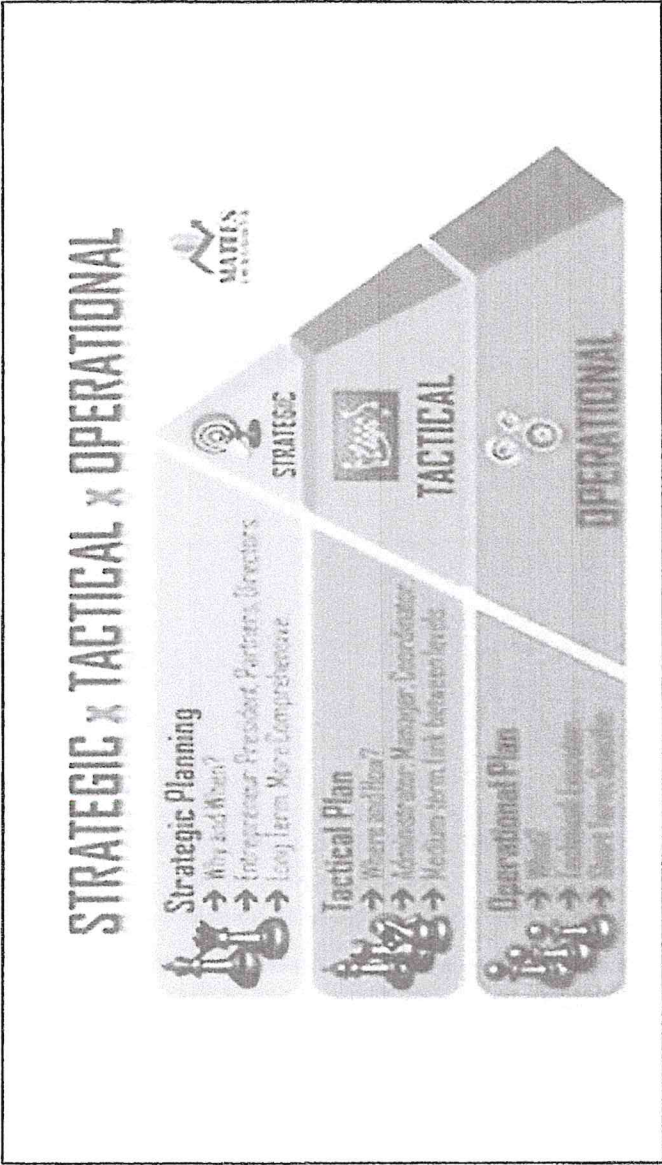


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STRATEGIES: ACTING ON SWOTS		
STRENGTH	THREATS	STRATEGIES

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SWOT ANALYSIS			
STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS

STRATEGIES: ACTING ANALYSIS		
WEAKNESS	OPPORTUNITIES	STRATEGIES

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