

**2016 ANNUAL SHARED RESOURCES STRATEGIC REVIEW**

**DUE: FEBRUARY 1, 2016**

**5 Page Limit**

1. **Elevator Pitch**
   1. Brief description of Core to external, and internal, users and stakeholders.
2. **Core Mission Statement**
   1. What guides the decisions made within the Core and drives the achievements?
3. **SWOT**

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| **What are the Core’s Top 3 Strengths?** | **What are the Core’s Top 3 Weaknesses?** |
| **What are the Core’s Top 3 Opportunities?** | **What are the Core’s Top 3 Core Threats?** |

1. **Goals**
   1. Set goals.
   2. Define how goals will be measured and what constitutes as success.
2. **Target Users**
   1. Identify Core’s targeted users.
   2. How can the Core increase its usage and influence?
   3. What would constitute as measurements of increased usage and influence of users?
3. **Communications & Marketing**
   1. How can communications and marketing be improved?
   2. What constitutes as improvements in communication & marketing?
4. **Competitive Analysis & Advantage**
   1. Define key and potential competitors, include internal & external as appropriate.
   2. What are the competitors’ strengths and weaknesses?
   3. How can the Core develop additional advantages based on the above?
5. **Operations**
   1. Estimate total capacity if operating with *current* resources and analyze *current* capacity.
   2. Identify new or possible key initiatives for managing operations of Core.
   3. Who will lead and complete these new initiatives and how?
6. **Financial Projections & Investment**
   1. Provide *metrics* on how many users are projected to increase/decrease.
   2. Provide *metrics* on how many services are projected to be added/reduced.
   3. What investments are needed to increase quality of services and users?
   4. Will the Core be initiating these new investments? Why or why not?