

Carry Out Your Actions



Follow the steps you have developed and adjust as necessary.

With the Step 6 Worksheet to guide you, you now have an action plan for each strategy. Follow the steps you've developed — it's your recipe for success.

As you put your plan into action, you will most certainly find that you need to adjust. Resources, deadlines, skills required, buy-in — all these may not come exactly when you need them. But having your organized action plan will be essential in helping you figure out where to adjust, and where you can move forward in other areas.

As you take action, you should be evaluating what you do. Although now is a bit late in the game to be developing an evaluation plan, it's not too late to do so.

Evaluation is an important management tool. An evaluator can help the planning group develop or choose programs, assess progress, evaluate results, and revise any aspect of the campus approach based on the evaluation feedback.

This feedback is important whether you succeed or fail.

"If an approach appears to be successful, then the planning group can consider whether to broaden its scope or invest additional resources. If a particular approach appears to have failed, then the planning group can diagnose what went wrong, make the necessary adjustments, or abandon that approach. Strategic planning, then, is an ongoing process, not a one-time event." (Langford, L. and DeJong, W. 2008. Strategic Planning for Prevention Professionals on Campus. Washington, DC: U.S. Department of Education, Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention.)



Action Items:

- A. Carry Out Your Actions.
- B. Collect Data. Gather the information relevant to your evaluation.