

tools of the trade

**Strategic
Policy
Planning**

Strategic Policy Planning: A Guide for College and University Administrators. Robert G. Cope. Littleton, Colorado: The Ireland Educational Corporation, 1978. 119 pages. \$8.95.

This small volume has only one goal: To explain the value of strategic policy planning in a simple, straightforward, common-sense way. The author emphasizes that strategic planning is systematic opportunity analysis. He suggests approaches for examining the organization's environment, techniques for group creative problem solving, and step-by-step directions for people assigned the task of leading a planning team.

While written primarily for chief administrative officers in university campus settings, the book offers an open-system, nonregimented approach to planning that would help any Extension professional with practical planning guidelines. The chapter on "Analysis of the Environment" discussing economic, technological, political, and social forecasting is particularly pertinent.

The book helps identify undertakings that require long lead times, helps institutions and individuals take initiative rather than merely respond to environmental change, inspires personal effort as individuals see the value of setting and achieving viable goals, and helps stimulate imagination.

The book is a readable blend of planning philosophy and specific, concrete examples and suggestions for formulating a strategic plan, including surveys, opinionnaires, prioritizing matrices, flow charts, and schematics for linking planning groups.

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(Signed: Richard S. Crowley, October 10, 1979, circulation manager.)