Strategy Markup Language

Maturing Social Networking Services for Machine Readable Government and the Strategic Semantic Business Web

Strategic Planning Innovation Conference
December 9, 2011
Introduction

- StratML Definition, Focus, Intent & Status
  - StratML Parts 1 & 2
- Machine-Readable Government
  - StratML Part 3
- Immaturity of Social Networking for Business
- StratML Tools & Prototype Services
- What StratML Can Do for You
- Needed Applications & Services
- How You Can Help
Strategy Markup Language (StratML) Part 1 is an XML vocabulary and schema for the elements commonly contained in strategic plans.

StratML Part 2 extends Part 1 to include the additional elements required for performance plans and reports.

Part 3 and perhaps additional parts will incorporate additional elements that, while not deemed essential, may add value to the core elements of strategic and performance plans.
Focus & Intent

Although the initial focus has been on the plans U.S. federal agencies are required to compile and maintain under the Government Performance and Results Act (GPRA), the intent is for StratML to be adopted as an international voluntary consensus standard for potential use by:

- All organizations worldwide, as well as
- Individuals who choose to lead mission/goal-directed lives.
# StratML Part 1
## Strategic Plans

### Core Elements
1. Organization
2. Mission
3. Vision
4. Value
5. Goal
6. Objective
7. Stakeholder

### American National Standard
- ANSI/AIIM 21:2009

### International Standardization
- Project# ISO/NP 17469-1

### Prototypes
- Tools & services
- >750 StratML docs
- Incorporation into Performance.gov
StratML Part 2
Performance Plans & Reports

Additional Elements

- Stakeholder Roles
  - Performer or Beneficiary or Both
  - Named and Described

- Performance Indicators
  - Target & Actual Results
    - Start & End Dates
    - Inputs, Outputs, Outcomes & Processes

ANSI/AIIM 22:2011
StratML Part 2
Performance Plans & Reports

- **Metric** - At least one Objective **should** be included and a Metric **should** be associated with it.
- **Outcome** - At least one desired Outcome **should** be specified, because no organization should exist solely for self-serving purposes.
- **Output** - The Outputs required to achieve the desired Outcome(s) **should** be specified.
- **Input** - The Inputs required to produce Outputs **should** be specified.
- **Process** - The Processes required to produce Outputs and Outcomes **should** be specified.
- **Stakeholder** - At least one Stakeholder of the performer type should be identified, although the named performer may be an organizational role rather than a particular individual.
Machine-readable Gov

GPRA Modernization Act (GPRAMA)
Public Law No: 111-352, January 4, 2011

Amended the Government Performance and Results Act of 1993 (GPRA)

Section 10 of GPRAMA:

... each agency ... shall ... produce [strategic and performance] plans and reports in searchable, machine-readable formats ...

StratML is such a format
StratML Part 3
Candidate Elements

- GPRAMA – Machine-Readable Plans & Reports
- Geospatial Referencing
  - Organizations, Goals, Objectives & Stakeholders
- Citation of Legal or Other Authorities
  - Laws, Regulations & Policies
- Categorization of Goals, Objectives & Performance Indicators
  - Under Various, User-Determined Taxonomies
- Documentation of Relationships
  - Among Goals, Objectives & Performance Indicators
- Strategy Formulation Frameworks & Methods
  - SWOT &/or PEST
- Documentation of Organizational Core Competencies & Value Propositions
- Etc.

Part 3 is Under Development – Participation is Open & Welcome
FaceBook

What we *look* like & what’s “on our mind”
Linked In

Whom we know
Twitter

Follow your interests
Instant updates from your friends, industry experts, favorite celebrities, and what’s happening around the world.

New to Twitter? Join today!

Full name
Email
Password

Sign up

What’s happening right now
What’s Important?

- What we look like?
- Whom we know?
- What we’re doing right now?
  - “Urgency” versus Importance

Or

- Our Values
- What We’re Trying to Do with Our Lives
  - Our Longer-Term Goals & Nearer-Term Objectives
  - Working Effectively Together in Partnership
    - With Those Who Share Our Goals & Objectives
StratML will enable agencies to comply with subsections 202(b)(4) & (5) and 207(d) of the eGov Act, which require agencies to:

- **Work together** to link their performance goals to key groups
  - Citizens, businesses, and other governments, as well as internal Federal Government operations
- Adopt open standards (e.g., StratML) enabling the organization and categorization of Government information
  - In a way that is searchable electronically and interoperably across agencies

“Key groups” = Stakeholders
StratML = Open standard enabling queries interoperably across agencies
Performance.gov Site

- GPRAMA to be Addressed
- StratML Part 3
- Incorporate into NIEM
- Machine-Readable Gov
StratML to be incorporated as new:

- Planning & Accountability Domain
- Open, Transparent, Accountable Gov
- Service-Oriented (SOA) Gov
- Abolish “proprietary” .gov data stovepipes
- Enable myriad .com/.org/.edu services
- Facilitate population of the *Strategic* Semantic Business Web
*Strategic* Semantic Business Web

- **Semantic Web (of Meaning)**
  - Linked Open Data
  - Tim Berners-Lee [5-Star Data](#)
  - For What? For It’s Own Sake?

- **StratML**
  - Linkage of Missions, Visions, Values, Goals, Objectives, Stakeholders, Inputs, Processes, Outputs & Outcomes
  - Strategic Alignment
  - Worldwide Network (Web) of *Intentions & Results*!
  - Maturation of “Social” Media/Networking Services
  - For Business-Quality Purposes
StratML
Tools & Service Prototypes

- Documentation & Transformation Services – Drybridge Technologies
- CAM Interactive Documentation – David Webber
- Authoring/Editing Tools
- Tag Cloud – Strategi Consulting, Ari Knausenberger
- Atom Demonstration – Joe Carmel
- Basic Stylesheet – Crane Softwrights, Ken Holman
- Farsi Translations & StratML Transformation Portal – Pooyan Zamanian
- Search Service – Mark Logic, Shashi Mudunuri
- Schema Design – Vision4Standards, Sylvia Webb
StrategicPlan.xsd – Version 1.0

Data Dictionary

+ Acronym

An abbreviation of a proper name, usually composed of the first letters of each word in the name.

AdministrativeInformation

(sequence)

**StartDate**
The year, month and day the element with which it is associated is scheduled to begin.

**EndDate**
The year, month, and day the element with which it is associated is projected to cease, if it is not subsequently extended. Typically the end of a calendar or fiscal year.

**PublicationDate**
The day, month, and year a strategic plan was published in its current form.
Drybridge Technologies offers products and services that make it possible for companies to rapidly deploy connections between trading partners. These services allow our clients to enjoy the cost benefits of short implementation times, easy updates, and reusable code. Drybridge provides the following business integration services:

- XML message design, development, documentation, and deployment
- XML tools development
- Scalable, industrial-strength integration solutions
- Secure, error-free, and rapid information flow

In other words, Drybridge Technologies helps you to improve the efficiency of your business processes resulting in an improved bottom line. When you see a business process flowchart, think of Drybridge Technologies. Think of the nature of the connection. Is it:

- Internal or External
- Business-to-Business or Business-to-Consumer
- Manual or Automated
- Working Correctly... or Broken

Regardless, Drybridge Technologies has the expertise to help you!
During the development, piloting, proof-of-concept phase, more than 750 strategic plans have been rendered in StratML format, using seven different authoring/conversion tools, including:

- Microsoft InfoPath using this form
- Business Web Software’s (now Firmstep) AchieveForms
- Adobe PDF Fillable Form developed by Ed Chase
- Xopus Form (Available in Spanish as well as English)
- Joe Carmel’s XForms Form for StratML Part 1
- Andre Cusson XForms Form for Part 2
- Microsoft Word, with assistance from Ictect
MS InfoPath
StratML Part 1,
Strategic Plan
**MS InfoPath**

**StratML Part 2, Performance Plan**

### Performance Plan or Report

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan or Report Name</td>
<td></td>
</tr>
<tr>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>Other Information</td>
<td></td>
</tr>
<tr>
<td>Organizations Supporting This Plan or Report:</td>
<td></td>
</tr>
<tr>
<td>Organization Name</td>
<td></td>
</tr>
<tr>
<td>Acronym</td>
<td></td>
</tr>
<tr>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>Stakeholders of This Organization:</td>
<td></td>
</tr>
<tr>
<td>Stakeholder Name</td>
<td></td>
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<tr>
<td>Description</td>
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<tr>
<td>Role(s) of This Stakeholder</td>
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</tr>
<tr>
<td>Role Name</td>
<td></td>
</tr>
<tr>
<td>Description</td>
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<tr>
<td>Vision</td>
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<tr>
<td>Identifier</td>
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<tr>
<td>Mission</td>
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<tr>
<td>Identifier</td>
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<td>Values</td>
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### Objectives

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<td>Sequence Indicator</td>
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<td></td>
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<td>Stakeholders of This Objective:</td>
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<td>Description</td>
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<td>Role(s) of This Stakeholder</td>
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<tr>
<td>Role Name</td>
<td></td>
</tr>
<tr>
<td>Description</td>
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### Performance Indicators

<table>
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<tbody>
<tr>
<td>Sequence Indicator</td>
<td>Value Chain Stage:</td>
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<tr>
<td>Measurement Dimension</td>
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<tr>
<td>Unit Of Measurement</td>
<td></td>
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<tr>
<td>Identifier</td>
<td></td>
</tr>
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<td>Target Results</td>
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<tr>
<td>Actual Results</td>
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### Relationships of Performance Indicators

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<td>Relationship Type</td>
<td>ID of Target of Relationship:</td>
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<tr>
<td>Name of Relationship</td>
<td></td>
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<tr>
<td>Description</td>
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</table>

### Other Information about This Objective:


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### Other Information about This Goal:


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### Plan or Report Identifier:

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Plan or Report Identifier</td>
<td></td>
</tr>
<tr>
<td>Start Date</td>
<td>End Date:</td>
</tr>
<tr>
<td>Source (URL)</td>
<td></td>
</tr>
<tr>
<td>Submitter</td>
<td></td>
</tr>
<tr>
<td>First Name</td>
<td>Last Name:</td>
</tr>
<tr>
<td>Phone Number</td>
<td>Email Address:</td>
</tr>
<tr>
<td>Identifier</td>
<td></td>
</tr>
</tbody>
</table>
Xforms Form for StratML Part 1
Joe Carmel
StratML Portal
Andre Cusson, 01 Communications, Inc.

StratML
This DNAOS-powered StratML portal provides access to the largest number of strategic plan as well as performance plan and report documents, as confirmed by the portal statistics.

Resources
The portal also provides a wide range of related application and support services, reference and support information, as well as working tools and resources, including some free open-source forms and stylesheets for creating, accessing, updating, and viewing StratML documents.

Strategy Plan & Performance Reports
Every project and organization requires strategy and performance plans, as well as to monitor and report actual performance on those plans.

AIIM/ANSI Standards
AIM and ANSI have been working very hard to develop StratML standards for strategy and performance plans and reports.

More on StratML Standards
The StratML References section also has more information the various StratML standards and the differences between the standards Parts and versions.

StratML Documents
The StratML portal provides complete support for StratML documents and organizations. All StratML documents are freely hosted and rendered to navigable Web sites accessible to search engines, for easy reference. Free forms and stylesheets are also available to create, edit, and view StratML documents. Additional personalized and customizable application and support services as well as rich tools and resources are also available on a subscription basis.

Current Content
The section menu below provides alphabetical list, alpha-cloud, and catalog access to the currently available StratML documents. New StratML are added regularly. See also StratML Portal Statistics.
Welcome

Firmstep is the web platform for helping you work better with your customers and improve how you do things inside your organisation.

Using Firmstep, customers can directly find the information and services they want through self-service customer portals. Read more about using Firmstep for customer service.

The Firmstep platform also includes AchieveForms and AchieveBookings, the leading online forms and bookings solutions in the Government sector.

Firmstep for Government provides self-service web portals for citizens so they can access personalised services securely and engage with their local community. Read more about Firmstep for Government.

Latest news

Annual Customer Conference Date Announced 10th August 2009

This year we will be returning to the Tower of London for our Annual Customer Conference on the Wednesday 4th November. More >>

Medical Research Council to develop data gathering tool on the Firmstep platform 31st July 2009

The Medical Research Council (MRC) will be one of the first to use AchieveForms on the Firmstep Platform for the development of an online data gathering tool, to be called MRC e-Val.

The MRC is a publicly-funded organisation dedicated to improving human health. More >>

NATS adopt AchieveForms for internal IT Support 27th July 2009

NATS provides air traffic control services to aircraft flying in UK airspace, and over the eastern part of the North Atlantic. NATS has adopted AchieveForms for the creation of a new internal Service Request portal. The Service Portal is used to make IT Requests for anything from requesting file access to new applications. More >>
## StratML Sample Form

### Submitter Information
- **First Name**
- **Last Name**
- **Telephone Number**
- **Email Address**
- **Start Date**
- **End Date**

### Source Information
- **Source**
- **Name**
- **Acronym**

### Strategic Plan
- **Vision (+)**
- **Mission (+)**
- **Add Value**
- **Remove Value**
- **Name**
- **Description (+)**

### Goals
- **Goal Name**
- **Sequence Indicator**
- **Add Goal**
- **Remove Goal**
- **Description (+)**

### Stakeholders
- **Stakeholder Name**
- **Add Stakeholder**
- **Remove Stakeholder**
Strategic Plan Form

Table of Contents

Submitter information
Plan Information
  Organization
  Mission Statement
  Vision Statement
  Organizational values

Plan Information

Submitter

First Name:

Last Name:
<xml version="1.0" encoding="UTF-8" >
  - <StrategicPlanCore StartDate="2009-01-25" EndDate="2013-01-24" Date="2008-12-18" >
    <Submitter FirstName="Owen" LastName="Ambur" PhoneNumber="" EmailAddress="Owen.Ambur@verizon.net" />
    <Source>http://change.gov/agenda/</Source>
  - <Organization>
    <Name>President-Elect Obama's Change Agenda</Name>
    <Acronym>change.gov</Acronym>
  </Organization>
  <Vision>... making sure the world we leave our children is just a little bit better than the one we inhabit today</Vision>
  <Mission>President-elect Obama and Vice President-elect Biden have developed innovative approaches to challenge the status quo in Washington and to bring about the kind of change America needs. The Obama Administration has a comprehensive and detailed policy agenda. Among many important domestic and foreign policy objectives, priorities of the Obama Administration include: a plan to revive the economy; provide affordable, accessible health care to all; strengthen our public education and social security systems; define a clear path to energy independence and tackle climate change; end the war in Iraq responsibly and finish our mission in Afghanistan; work with our allies to prevent Iran from developing a nuclear weapon.</Mission>
  - <Value>
    <Name>/
  </Value>
  - <Goal>
    <SequenceIndicator>1</SequenceIndicator>
    <Name>Civil Rights</Name>
    <Description>Strengthen Civil Rights</Description>
  - <Objective>
    <SequenceIndicator>1.1</SequenceIndicator>
    <Name>Employment Discrimination</Name>
    <Description>Combat Employment Discrimination</Description>
    <OtherInformation>Obama and Biden will work to overturn the Supreme Court's recent ruling that curtails racial minorities' and women's ability to challenge pay discrimination. They will also pass the Fair Pay Act, to ensure that women receive equal pay for equal work, and the Employment Non-Discrimination Act, to prohibit discrimination based on sexual orientation or gender identity or expression.</OtherInformation>
  </Objective>
</xml>
President-Elect Obama’s Change Agenda

Organization

Name: President-Elect Obama’s Change Agenda
Acronym: change.gov

Vision Statement

... making sure the world we leave our children is just a little bit better than the one we inhabit today

Mission Statement

President-elect Obama and Vice President-elect Biden have developed innovative approaches to change in Washington and to bring about the kind of change America needs. The Obama Administration has identified a plan to revive the economy, provide affordable, accessible health care to all, and...
<table>
<thead>
<tr>
<th>Plan Name</th>
<th>Org Acronym</th>
<th>Org Name</th>
<th>HTML</th>
<th>Mission Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Practical Guide to Federal Enterprise</td>
<td>FEAPG</td>
<td>A Practical Guide to Federal Enterprise Architecture</td>
<td><img src="image" alt="Image" /></td>
<td>To provide guidance to Federal Agencies in initiating, developing, using, and maintaining an enterprise architecture (EA).</td>
</tr>
<tr>
<td>A Practical Guide to Federal Service</td>
<td>PGSOA</td>
<td>A Practical Guide to Federal Service Oriented Architecture</td>
<td><img src="image" alt="Image" /></td>
<td>To describe a target federal service oriented architecture vision and to provide guidance in the management and governance of enterprise-wide services. Its help federal chief architects and chief information officers in their efforts to adopt SOA best practices to further their organizations' mission outcomes, meet increasingly demanding compliance requirements, and optimize their IT architectures.</td>
</tr>
<tr>
<td>ARMA International</td>
<td>ARMA</td>
<td>ARMA International</td>
<td><img src="image" alt="Image" /></td>
<td>The mission of ARMA International is to provide education, research, and networking opportunities to information professionals to enable them to use their skills and experience to leverage the value of records, information, and knowledge as corporate assets and as contributors to organizational success.</td>
</tr>
<tr>
<td>ASTM International</td>
<td>ASTM</td>
<td>ASTM International</td>
<td><img src="image" alt="Image" /></td>
<td>To be the foremost developer and provider of voluntary consensus standards, related technical information, and services having globally recognized quality and applicability that promote public health and safety, the environment, and the overall quality of life, contribute to the reliability of materials, products, systems and services, and facilitate international, national, and national commerce.</td>
</tr>
<tr>
<td>Academic Pediatric Association</td>
<td>APA</td>
<td>Academic Pediatric Association</td>
<td><img src="image" alt="Image" /></td>
<td>The APA is dedicated to improving the health of all children and adolescents through leadership in education of child health professionals, research and dissemination of knowledge, patient care, and advocacy, in partnership with children, families and communities.</td>
</tr>
<tr>
<td>Academy of Management</td>
<td>AoM</td>
<td>Academy of Management</td>
<td><img src="image" alt="Image" /></td>
<td>To enhance the profession of management by advancing the scholarship of management and enhancing the professional development of its members.</td>
</tr>
<tr>
<td>Accredited Standards Committee X12</td>
<td>ASC X12</td>
<td>Accredited Standards Committee X12</td>
<td><img src="image" alt="Image" /></td>
<td>ASC X12 brings together business and industry professionals in a cross-industry forum to develop and support electronic data exchange standards and related documents for the national and international marketplace to enhance business processes, reduce costs and expand organizational reach.</td>
</tr>
<tr>
<td>Action Without Borders</td>
<td>AWB</td>
<td>Action Without Borders</td>
<td><img src="image" alt="Image" /></td>
<td>Action Without Borders connects people, organizations, and resources to help build a world where all people can live free and dignified lives.</td>
</tr>
<tr>
<td>Advisory Commission</td>
<td></td>
<td>Advisory Commission</td>
<td><img src="image" alt="Image" /></td>
<td>The mission of the Advisory Council for Historic Preservation is to promote the preservation and enhancement of historic places.</td>
</tr>
</tbody>
</table>
Strategic Plan
President-Elect Obama’s Change Agenda
Strategic Plan Form

Organization:
Name: President-Elect Obama’s Change Agenda
Acronym: change.gov
Identifier: _cb4675d8-e7ed-492f-a155-ea411a850c41

Vision
... making sure the world we leave our children is just a little bit better than the one we inhabit today
Identifier: _7f4a5b84-31a3-45cf-b11c-037f5113e448

Mission
President-elect Obama and Vice President-elect Biden have developed innovative approaches to challenge the status quo in Washington and to bring about the kind of change America needs. The Obama Administration has set in place a comprehensive and detailed policy agenda. Among many important domestic and foreign policy objectives, priorities of the Obama Administration include a plan to revitalize the economy, provide affordable, accessible health care to all, strengthen our public education and social security systems, define a clear path to energy independence and tackle climate change, and end the war in Iraq responsibly and finish our mission in Afghanistan, work with our allies to prevent Iran from developing a nuclear weapon.
Identifier: _0ce7fba1-016e-43e0-bf48-1a2ad671e1cf

Goal 1: Civil Rights
Strengthen Civil Rights
Identifier: _37f9dfcc-4934-4567-9ae1-9299f35c6ab
Serna Enterprise XML Content Editor

Serna Enterprise XML content editor is a powerful and easy-to-use WYSIWYG XML application for collaborative authoring of structured XML content on all major platforms. Novice users with virtually no XML experience can start working with structured XML content in a familiar word processor-style interface.

Serna XML editor brings to your business all the potential benefits of XML: quality XML content, highest authoring productivity, and automated multi-channel publishing in a seamlessly integrated environment.

Serna XML content editor is Python extensible and can be easily integrated with virtually any repository, database, XML content management system in any IT infrastructure.

Company

Syntext is focused on the development of state-of-the-art XML solutions for creating and maintaining complex XML content for various industries such as aerospace, software development, publishing, and others.

Syntext offers user-friendly XML solutions for businesses to effectively use the power of XML technology, which allows a drastic reduction in documentation costs and time frames.

We are applying all of our creativity and expertise in the XML software area to create the most innovative and elegant XML solutions and provide a wide range of XML services.

More about Syntext »

Serna Free Open Source XML Editor

Serna Free Open Source XML editor is an easy-to-use open source visual XML application which requires virtually no technical experience from technical writers to author XML documents.

Serna Free Open Source XML editor hides all the complexities of the underlying XML technology and works on all major platforms - Windows, Linux, Mac OS X, and Sun Solaris.

Serna Free XML editor employs XSLT and XSL-FO to render XML documents in print-like appearance for fast and easy authoring. Serna Free is probably the best free open source cross-platform XML editor for personal, educational or demonstration use.

Download
StratML Parsing Demo

This page demonstrates some of the ways information from Strategic Plans documented in the StratML format can be extracted and visualized.

Strategic Plan Goal "Tag Cloud"

Education Advocacy Leadership Membership Infrastructure
Collaboration Partnerships Representation Communication Research Resources
Human Capital Promotion Education and Training Learning Governance Stewardship
Excellence Policy Recommendations Participation Information Security Innovation
Financial Performance Technology Accountability Operations Financial Management
Competitive Sourcing Efficiency and Effectiveness Diversity Catalyst Litigation Student Aid
Fraud and Errors (ED) Customer Satisfaction Data and Information Budget and Performance
CERTIFICATION Budget and Performance Integration Supply Chain Management Strategic Goal 4
Research and Scholarship Customer Service Management Sustainable Development Food Aid
Management Excellence Capacity Building Platform Dependent Standards Data and Function Sharing
Platform Independent Military Housing Conformity Assessment Foundational Systems Networking
Service Conferences Funding Future Environment Organizational Management Standardization Cost
Savings Scholarship Strategic Goal 6 Safety Health Faith and Community Overseas Presence Round-the-Clock Service Critical Needs Strategic Goal 1 Strategic Goal 2 Strategic Goal 3 Data and Information Sharing Strategic Goal 5 Strategic Map Member Services Results State Health Insurance (HHS) R&D
Investment Criteria Knowledge Dissemination Recognition Dispute Resolution Information and
StratML for U.S. Federal Agencies

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Subscribe to this feed

Department of Transportation

Tuesday, August 26, 2008, 1:00:00 PM ➔

Department of Transportation (DOT)

Vision: Safe, efficient transportation systems

Mission: The national objectives of general welfare, economic growth and stability, and the security of the United States require the development of transportation policies and programs that contribute to providing fast, safe, efficient, and convenient transportation at the lowest cost consistent with those and other national objectives, including the efficient use and conservation of the resources of the United States.

Department of Veterans Affairs

Tuesday, August 26, 2008, 1:00:00 PM ➔

Department of Veterans Affairs (VA)

Vision: We will strive to meet the needs of the Nation's veterans and their families today and tomorrow by: (1) becoming an even more veteran-focused organization, functioning as a single, comprehensive provider of seamless service to the men and women who have served our Nation; (2) cultivating a dedicated VA workforce of highly skilled employees who understand, believe in, and take pride in our vitally important mission; (3) continuously benchmarking the quality and delivery of our service with the best in business and use innovative means and high technology to deliver world-class service; and (4)
Strategic Plan Form

Source:


Submitter:

First name: Owen
Last name: Ambur
Email Address: Owen.Ambur@verizon.net

Organization:

Name: President of the United States
Acronym: POTUS

Table of contents

Vision
Mission
Values
  Citizen Centricity
  Results Focus
  Market Based
1 Human Capital
  1.1 Citizen Centricity
  1.2 Service-Delivery Staffing
  1.3 Organizational Realignment
<table>
<thead>
<tr>
<th>StratML element in English</th>
<th>Translated Term in Farsi</th>
<th>StratML element in English</th>
<th>Translated Term in Farsi</th>
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<tr>
<td>StrategicPlan</td>
<td>برنامه راهبردي</td>
<td>Description</td>
<td>توصیحات</td>
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<td>تاریخ شروع</td>
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<td>اطلاعات مدیریت</td>
<td>Mission</td>
<td>ماموریت کلی</td>
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<td>Vision</td>
<td>جمعیت ادار</td>
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<tr>
<td>Acronym</td>
<td>مخفف</td>
<td>Objective</td>
<td>هدف</td>
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</table>

See alternate terms in StratML Glossary
StratML Transformation Portal
Pooyan Zamanian

Organization Goals
Goal Number: 1
Goal Name: Civil Rights
Description: Strengthen Civil Rights

Stockholders

Objectives for this Goal

<table>
<thead>
<tr>
<th>Objective Number</th>
<th>Objective Name</th>
<th>Description</th>
<th>Objective Stockholder</th>
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<tbody>
<tr>
<td>1.1</td>
<td>Employment Discrimination</td>
<td>Combat Employment Discrimination</td>
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<td>1.2</td>
<td>Hate Crimes</td>
<td>Expand Hate Crimes Statutes</td>
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<td>1.3</td>
<td>Deceptive Voting</td>
<td>End Deceptive Voting Practices</td>
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<td>1.4</td>
<td>Racial Profiling</td>
<td>End Racial Profiling</td>
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<td>1.5</td>
<td>Recidivism</td>
<td>Reduce Crime Recidivism by Providing Ex-Offender Support</td>
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<td>1.6</td>
<td>Sentencing Disparities</td>
<td>Eliminate Sentencing Disparities</td>
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<td>1.7</td>
<td>Drug Courts</td>
<td>Expand Use of Drug Courts</td>
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<td>1.8</td>
<td>Workplace Discrimination</td>
<td>Fight Workplace Discrimination</td>
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<tr>
<td>1.9</td>
<td>Civil Unions</td>
<td>Support Full Civil Unions and Federal Rights for LGBT Couples</td>
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</tbody>
</table>

Home Page

Organization
Organization Name: President-Elect Obama's Change Agenda
Acronym: change.gov

Organization Vision
... making sure the world we leave our children is just a little bit better than the one we inhabit today

Organization Mission
President-elect Obama and Vice President-elect Biden have developed innovative approaches to challenge the status quo in Washington and to bring about the kind of change America needs. The Obama Administration has a comprehensive and detailed policy agenda. Among many important domestic and foreign policy objectives, priorities of the Obama Administration include: a plan to revive the economy; provide affordable, accessible health care to all; strengthen our public education and social security systems; define a clear path to energy independence and tackle climate change; end the war in Iraq responsibly and finish our mission in Afghanistan; work with our allies to prevent Iran from developing a nuclear weapon.
Quick Search
Mark Logic, Shashi Mudunuri

Welcome John Q. User!

Quick Search collaboration Search Advanced Search

Suggestions
- collaboration (177)
- Collaboration (71)
- COLLABORATION (2)
- collaboration project (1)
- CollaborationProject (1)
- collaborations (177)
- Collaborations (7)

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### Advanced Search

**Full Text**

**Vision**

**Mission**

**Organization Name**

**Organization Acronym**

**Goal Name**

**Goal Description**

**Goal Other Information**

**Objective Name**

**Objective Description**

**Objective Other Information**

**All Names**

**All Descriptions**

**All Other Information**

### Suggestions

- Education
- Education / Training
- Education & Ethics
- Education & Governance
- Education and Certification
- Infrast ...
- Education and Certification Program ...
- Education and Civic Responsibility
- Education and Communications
- Education and Empowerment
- Education and Outreach
- Education and Public Involvement
- Education and Skills Development
- Education and Training
- Education Leadership and Student Ac ...
- Education Programs and Resources
- Education Sector
- Educational Achievement
GEFEG.FX: High Data Quality in Electronic Business Documents

High data quality and fast implementation in the business process are important factors for success in the electronic exchange of data and documents between companies or through marketplaces. That’s reason enough to use a professional, specialized software tool in preparing for e-business applications.

The GEFEG.FX software supports you in designing and documenting EDI, XML and proprietary data formats for e-Business. Using the single-source principle, you can achieve substantial savings in time and expense, and ensure consistent quality in your specifications.

Functions in GEFEG.FX include the design of electronic commercial documents as models, XML schemas or EDI standards; the creation of custom specifications in a guideline; syntax and semantics tests; and the visualization of real messages.

More ...
The Road Ahead

- Intended Purposes / Needed Applications
- How You Can Help
Facilitate the sharing, referencing, indexing, discovery, linking, reuse, and analyses of the elements of strategic plans, including goal and objective statements as well as the names and descriptions of stakeholder groups and any other content commonly included in strategic plans.

Enable the concept of "strategic alignment" to be realized in literal linkages among goal and objective statements and all other records created by organizations in the routine course of their business processes.

Facilitate the discovery of potential performance partners who share common goals and objectives and/or either produce inputs needed or require outputs produced by the organization compiling the strategic plan.

Facilitate stakeholder feedback on strategic goals and objectives.
Facilitate **updating and maintenance** of discrete elements of strategic plans without requiring review and approval of the entire plan through bureaucratic channels, thereby helping to make the strategic planning process more agile and responsive to stakeholder feedback and changing circumstances, thus helping to overcome the tendency of strategic plans to become outdated "shelfware".

Reduce the needless time, effort, inconsistencies, and delays associated with maintaining data redundantly in myriad "stovepipe" systems rather than referencing the authoritative sources.

Enable agencies to comply with the provisions of subsections 202(b)(4) & (5) and 207(d) of the eGov Act, which respectively require agencies to:

- Work together to **link** their performance goals to key groups, including citizens, businesses, and other governments, as well as internal Federal Government operations; and
- Adopt open standards (e.g., StratML) enabling the organization and categorization of Government information in a way that is searchable electronically and interoperably across agencies.
What will StratML do for me?

- As a *manager* in an organization, you will be able more efficiently and effectively to engage your employees, partners, and other stakeholders not only in crafting but also carrying out your strategic goals and objectives.

- As an *application developer or service provider*, you will have the opportunity to leverage and extend the StratML to demonstrate your capabilities to more fully support your existing customers as well as to attract new customers.
  - Having a standard vocabulary and schema for strategic plans will make it easier to develop such applications and services.
What Will StratML Do for Me?

- As a citizen and taxpayer, you will be able to more easily discover, comment on, and participate in the establishment of the goals and objectives of agencies whose missions are of particular interest to you.

- As a volunteer and/or contributor to charitable organizations, you will be able to more easily discover those who share your values and are pursuing objectives you consider to be worthy of priority for your support.
What Will StratML Do For Me?

- As a **customer** or **investor**, you will be able to review and provide feedback far more efficiently and effectively on the goals and objectives of companies that are truly customer focused and share their strategic plans openly.

- To the degree that Part 2 is implemented and used, you will also be able to track and **monitor** the **performance** of organizations about whose goals you care.
What will StratML do for me?

- In addition, Part 2 will enable **vendors** to identify their **products and services** as inputs required to produce outputs desired by customers in order to achieve their objectives.

- At the same time, **consumers** will be able to identify the qualities of such products and services they deem to be important.
  - The effect will be to revolutionize the advertising and marketing paradigm, putting consumers in control and vastly reducing the needless time, effort, and cost of bringing suppliers and consumers together in the marketplace.

- Finally, as an **individual** who chooses to lead a mission/goal-directed life, you will be able far more efficiently and effectively to **engage those who share your values in the pursuit of objectives you hold in common**.
  - In that respect, the current social networking technologies are a mere shadow of what such services can become when they implement the StratML standard and begin to enable focus on the accomplishment of objectives.
    - Achievement of results rather than merely:
      - What we look like
      - Whom we know, or
      - What we happen to be doing at the moment.
How You Can Help

- Foster awareness of the StratML standard
- Support ISO standardization
- Help specify Part 3
- Encourage orgs to maintain their plans in StratML
- Convert your own org’s plan
- Encourage social networking sites to use StratML
- Develop StratML applications and services
  - Discovery of common (shared) goals/objectives
  - Identification of performance partners
  - Facilitation of stakeholder input/feedback
    - Leveraging stratml:Identifier element
  - Tracking/Reporting/Visualization of results to stakeholders
More Information

- Owen.Ambur@verizon.net
- http://xml.gov/stratml/index.htm
- http://www.aiim.org/Resources/Standards/Committees/StratML