

STUDENT ORGANIZATION GOAL SETTING

Goals help organizations envision, describe, achieve and measure success. Goals should be specific to each organization and all members of the organization should be part of the goal-setting process.

Why Set Goals?

- To direct your time, effort and ideas
- To provide a common direction for your group
- To motivate members by providing clear direction and roles
- To help leaders and members address issues in a timely manner
- To help organizations plan ahead and be prepared
- To help organizations measure their success

Goal-Setting Provides

- Clear and specific roles and responsibilities for members and officers
- Better communication
- A common ground for all members
- Easy and fair evaluation of the success of the organization
- Better morale within the organization

Developing Goals: The Process

Step 1: Brainstorming

- Include all members in brainstorming
- Start by discussing what each person wants the group to accomplish
- Record all the ideas suggested during the brainstorming session
- Do not skip or discredit any idea or debate the merit of any idea

Step 2: Explore the Components of a Goal

After a complete brainstorming session, describe the following components to members to begin narrowing down your goals. Goals should be:

- Realistic, attainable and feasible, but should provide challenge and growth
- Clear, specific and understandable
- Meaningful and relevant
- Flexible, with more than one method of attainment

Step 3: Prioritize Goals

- Place goals in order of importance and include all members in this process (even though it may be time consuming)
- Select a few important goals the group can commit to (as opposed to a long list of to-do's)
- Methods to assist prioritization:
 - Have a discussion in which each member voices their opinion
 - Ask members to rank the goals on their own and share ideas with the group
 - Break into small groups to prioritize goals

Step 4: Create an Action Plan:

- Identify the following items to take action steps toward achieving your goal:
 - Decide **WHAT** actions/critical steps need to occur for each goal
 - Determine **WHO** will help to implement the plan (individuals, committees, etc.)
 - Decide **WHEN** each action will be completed by creating a timeline
 - Identify **WHAT RESOURCES** (people, time, money, etc.) are needed to complete the next steps
 - Decide how you will **MEASURE SUCCESS**

Step 5: Keeping Your Goals Alive

It is important that the organization members and officers are reminded of the organization's goals on a regular basis. Here are some tips that might help:

- Post them in common spaces (meeting room, office, house, etc.)
- Give a copy to every member
- Discuss them at meetings and include them on meeting agendas
- Include them in newsletters and related materials sent to the organization
- Revisit and evaluate the goals frequently (end of semester or end of the year)