

# GOAL SETTING

## A GUIDE FOR STUDENT ORGANIZATIONS

Do you feel like your group is just spinning its wheels, wondering what to do first?  
Does only one or two members have a vision for your group?  
What your group needs is some goal setting.

### WHY SET GOALS?

- Goals help define your organization.
- Goals give direction and help avoid chaos.
- Goals can help motivate members by clarifying and communicating what the organization is striving to attain.
- Goals save time by helping members and leaders become aware of problems in enough time to develop solutions.
- Goals help the organization plan ahead and be prepared.
- Goals are a framework for recognizing accomplishments and realizing successes

### 7 STEPS FOR SETTING GROUP GOALS

1. Brainstorm potential goals as a group.
2. Choose from the brainstormed list of those you want to work on.
3. Prioritize as a group.
4. Determine objectives for each goal and plans of action for each objective.  
Remember...there can be several objectives for each goal.  
Move into action, follow through.  
Many groups fail to do this step and their goals are never achieved.
6. Put the group's goals in writing and distribute to all members.
7. Evaluate your progress on a regular basis. Remember, circumstances change

#### CALENDARING

It is important to plan what your group will be doing for the coming year so everyone knows exactly what's ahead.

To get the big picture, use a calendar to identify activities that will take place during each month. A long-range calendar is helpful when you need to accommodate a number of different activities into a total group action plan.

### SMART GOALS

- S—Goals should be specific
- M—Goals should be measurable
- A - Goals should be attainable
- R - Goals should be realistic
- T— Goals should be Timely

(BE SMART ABOUT GOALS)

Improper goal:

We want to recruit more people.

Smart goal:

We want to recruit ~~10~~ new members by October ~~15~~.