Goal Setting

An organization without goals has no direction to move it forward. Members in a group without well-defined goals often have little commitment to the organization. Goals get people involved, motivate them to work on tasks, and give them a sense of accomplishment when they are realized.

Why set Goals?

1. Goals help define your organization, and give direction.
2. Goals can help motivate members by clarifying and communicating what the organization is striving for.
3. Goals are time savers by helping members and leaders become aware of problems in time to develop solutions.
4. Goals help the organization plan ahead and be prepared.
5. Goals are a basis for recognizing accomplishments and realizing your success.

What are Goals?

Goals are statements describing exactly what your organization wishes to accomplish. Goals should be reviewed periodically and changed according to the needs of the group. When reviewing your goals, you should keep in mind the following:

Do the goals fit with the overall purpose of the group?
Goals should be REALISTIC, ATTAINABLE, and MEASURABLE
What is the group’s financial situation?
What programs can realistically be accomplished?
Make sure not to set the group up for failure.

Remember, people support what they help to create.
1. Brainstorm, prioritize, and set goals as a group.
2. Develop a plan of action for each objective and move into action.
3. Evaluate your progress.

What Next?

Once goals have been defined, objectives are necessary to describe exactly what is to be done in order to reach your goals. Objectives are clear, concise statements of what you plan to accomplish. They are short-term, measurable, and attainable over a period of time. Think of goals as broad statements (i.e.: to increase membership recruitment) while objectives are specific ways to fulfill that goal (i.e.: to develop a membership committee whose purpose is to increase membership by at least twenty-five percent by next semester).

Setting goals and developing and implementing objectives are two of the most important tasks an organization can do to ensure success. So at your next meeting, brainstorm some realistic goals to give your organization, and its members, a purpose. Use the backside of this sheet as a guide.
EXAMPLE:

GOAL: to improve membership recruitment, retention, and involvement.

OBJECTIVE: to develop a committee structure whose purpose is to increase member involvement by at least 50% next semester.

HOW: Brainstorm ideas to increase member involvement. Review list and weed out impractical or impossible ideas. Discuss edited list with executive board. Determine what will be done and delegate the final process tasks.

RESOURCES: Members, executive officers, advisor, one-sheets on motivation, recruitment, delegation

WHO: Executive board, consulting members

WHEN: By next term (set specific date if possible)

RESULTS: Acceptable—membership involvement increases by 30-50%
Unacceptable—membership involvement increases by less than 30%
Better than expected—membership involvement increases by more than 50%

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Use these same titles to plan out your own goal setting guide!