



## DEPARTMENT OF Campus Life

### Goal Setting & Planning for your Organization

Before you can establish goals for your organization you need to ensure that the organization has determined its purpose

- Define your business (organization) and it's mission
  - Do you have a firm idea of what your organization stands for/represents?
  - Have you clearly articulated the purpose of your organization to your members?
  - Has it changed from what it says in your constitution?
- What services does your organization provide?
  - How can joining your organization benefit the student?
  - What benefits does a student get from joining the organization?
    - Academic success/recognition
    - Social connections/super fun times
    - Professional networking opportunities
- Does your organization have an image?
  - Do the actions of your members reflect the purpose you defined above?
  - Have your programs, events, trips, etc. been to a high quality and helped your organization develop a strong reputation on campus?
    - If you are an already established student organization, review your organization's activities from previous years
    - If your organization is new on campus, consider how your events can help establish your organization's identity and provide a clear purpose on campus
- Does your internal structure affect your organization?
  - How effective is the communication between your officers?
  - Does everyone share the same level of commitment to the organization?
  - Are duties distributed equally?
  - Are officers fulfilling the role of their position as defined in your organization's constitution and bylaws?
- Responding to change
  - If you are working with a program/situation and something goes wrong, can you still make the program/situation a success?
  - If there is a sudden change in your membership/officer population how are you able to reorganize your organization?

- How do you effectively articulate/display/demonstrate your goals to both the community at large as well as your own members?
  - Visually
  - Orally
  - Philanthropically

### Setting your Organization's Goals

- What is a goal? – the act of choosing a direction and actively move towards it.
  - Needs to be done as an entire organizations
    - Officers
      - Find time as an executive board to sit down together and determine your goals as a team
      - Your job as an officer is to serve the organization and its members
    - Members
      - Need to be involved in the goal setting process
      - Members should have buy in/believe/feel a part of their organization
        - Officers could send a survey to members to complete
        - If you are broken into committees, have those committee heads work with organization members to review goals in smaller groups
- Long-term goal(s)
  - Broad goals for organizations
  - Can you have organizational goals that go beyond just your time as an officer/member?
    - What can you put in place to ensure the goals are obtained?
  - Important areas for growth
- Mid-term goals
  - In order to reach one long term goal you should set two-three mid-term goals
    - If the long term goal is to raise \$1,000...set mid-term goals such as:
      - Write letters to community businesses
      - Hold more fundraisers
      - Re-evaluate your dues system
  - Goals should be more specific in helping you work toward your long term goals
- Short-term goals
  - Detailed in nature
    - Easy to track
      - When you do/do not accomplish the task it should be clear
        - Evaluate what went right/wrong

- Ensure that these goals have been assigned to a member/officer/committee
    - Helps to ensure accountability
- Completion of goals
  - Review them as an entire organization
  - What was gained/learned through this process
    - Do you need to restructure your organization in order to complete these goals in the future?
  - Take time to celebrate
    - Celebrate in the success as an organization
    - Recognize members

Sample Long-term Goal Chart

