

GOAL SETTING

When Alice in Wonderland was trying to decide which way to go during her travels, she asked Cheshire the Cat, "Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where---" said Alice.

"Then it doesn't matter which way you go," said the Cheshire Cat.

*If you don't care where you are going, then it really doesn't matter which choice you make. However, if you do care where you are going and if you know where that is, then it not only makes a difference which way you go, but it makes it easier for you to decide. The process of group goal setting will bring the thoughts of your membership together. **The following information should help you and your organization determine where you want to go.***

What is a goal? A goal is a general target or aim toward which people are working. In order for a goal to be effective, it should meet the following SMART criteria:

S	Specific	Stated in precise terms
M	Measurable	You can observe it, count it, define it
A	Achievable	Can be attained with present resources and time limitations
R	Realistic	Be challenging, yet within the realm of possibility
T	Time Bound	Has a specific deadline for completion

What is an objective? Objectives are the means by which we accomplish goals. An objective is short-term in nature and is usually measurable. Objectives should:

1. be specific & measurable-use verbs that focus on accomplishment such as: to complete, to acquire, to increase, to reduce, ...
2. be narrower in focus than goals
3. specify a single key result to be accomplished
4. have a shorter time frame and establish a target date for completion
5. relate directly to an established goal

Why is goal setting useful?

- *goals serve as motivators
- *people support what they help create
- *goals provide direction and a common focus
- *goals increase performance and productivity
- *goals can increase self-confidence and pride
- *goals encourage teamwork
- *goal setting can enhance the communication process
- *goals can make meetings and programming more directed and challenging
- *goals address the needs of those served by the programs or organization

"A secret goal cannot benefit from the participation and force of others. A well defined goal, shared with others and sparked with enthusiasm, will draw energy and forces that cannot be measured or suppressed."

Peak Performers

How To Set Goals & Objectives With Your Group

In order to develop the most effective goals and objectives, and to get the agreement and commitment of your group, it is best to involve as many people from your group as possible in the goal setting process. People involved in making decisions take more ownership for them. The more people who are involved, the more resources you have to draw upon and the more challenging the goals can be. *The following steps should be of help as you go through the goal setting process with your group.*

1. **Brainstorm possible goals for the year (or quarter)** with your group, and make a list of all the ideas that are suggested (see brainstorming guidelines in the program planning section). Think about what you really want to accomplish in the year ahead.
2. **Evaluate the goals** based on some of the criteria listed on the previous page (is it attainable, does it meet the needs of the people we are serving, are we committed to this goal as a group,...?).
3. **Narrow down the list** to those goals that the group wants to concentrate on for the specified period of time. Be careful not to set too many goals, or they may be overwhelming.
4. **Develop objectives** for each of the goal areas, using the criteria on the previous page. This is your group's opportunity to determine how the goals are going to be accomplished.
5. **Determine who will be responsible** for following through on each of the objectives.
6. **Identify resources** that are available and/or necessary to the achievement of the goals and objectives.
7. **Follow-up** to see if objectives have been completed by dates established.
8. **Periodically re-evaluate goals** with the group to determine if they are still pertinent and useful. Goals can be added, deleted, or revised as necessary.
9. **Put all goals and objectives in writing**, and distribute to all group members. Indicate which goals/objectives have been accomplished as they are completed.

Sample Outline:

Goal: To double the membership of our club by the end of the year.

- Objectives:**
1. Participate in the A.S. Info Fair in September.
 2. Develop a flyer advertising our club and our meeting time/place to be posted on campus by the 3rd week of the quarter.
 3. Contact the A.S. Review to do an article by the end of fall quarter.
 4. Participate in the A.S. Clubs & Organizations fair in January.
 5. Submit Public Service Announcements to KUGS 2 weeks before our first meeting.
 6. Reserve a table in red square to do outreach tabling on at least 3 days fall quarter.

Goal _____

Objectives _____

In addition to being very useful for your organization, goal setting can be of great benefit to the members of your group as individuals as well. In fact, it is a good idea to have group members go through a similar goal setting exercise to determine what their goals for involvement in the group are. You can also use the same basic format to set personal goals and objectives. Give it a try!