Setting Goals for your Student Organization

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Overview

Why you should set goals

Getting buy-in & input

SMART goals

Goal setting action plan

Why Set Goals?

Focus & Direction

Fulfill Purpose of Organization

Effectively Use Resources

Motivation

Scaffolding for Success

Buy-In and Input from Members

- Your members matter, and they have a lot to say!
- Explain organization purpose and connect it to members' interests
- Involved members are more invested in achieving goals
- Gathering Input:
  - Focus groups or listening sessions
  - Online feedback form
  - Discussion in org meetings
  - Invite them to the goal setting meeting

Setting SMART Goals

S SPECIFIC — Your goal is direct, detailed, and meaningful.

M MEASURABLE — Your goal is quantifiable to track progress or success.

A ATTAINABLE — Your goal is realistic and you have the tools and/or resources to attain it.

R RELEVANT — Your goal aligns with your company mission.

T TIME-BASED — Your goal has a deadline.

Your Turn

At the end of this year, what do you want to have accomplished as an organization?

Consider your members' needs and interests.

Brainstorm a few ideas

Select Your Goals

- Pick up to 3 ideas from your brainstorm, and write a goal in each row of the action plan.
- Don't forget to pick SMART goals!

Example: "Increase residential students' awareness of the Resident Student Association (RSA) through social media engagement."

Pick One Goal to Build Out

Identify 2-4 tasks/mini goals that support the main goal
- "Create regular Instagram posts"
- "Tag residence hall accounts on Instagram stories"
- "Post flyers with RSA Instagram information in the residence halls"

Identify deadlines for each task/mini goal
- "At least one post and one story a week"
- "Create and hang flyers by September 15th"

How will you know this goal has been accomplished?
- "When RSA tables in the residence halls, at least 80% of students will know about RSA and what they do"

How does this goal relate to your organization's purpose?
- "RSA is meant to support and advocate for residential students, but it is difficult to do this if residents don't know who RSA is"

Thank you!

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