Goal Setting

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Presentation Outline

Topics to Discuss

Why do we set goals?
SMART goals
Long-Term Goals
Benchmarking

Importance of Goal Setting

Goal setting shows what you want to accomplish.

Goal setting gives you purpose and motivation to accomplish ideas, projects, and events throughout the year. Goal setting can also lay out a plan of how you plan to achieve something. Everybody has to be on the same page for setting goals or it won't get accomplished.

What are SMART GOALS?

S- Specific
M- Measurable
A- Attainable
**R- Relevant**
T- Time bound

Specific

YOUR GOAL SHOULD NOT BE VAGUE!

Be detailed in what you want to accomplish or achieve.

For example, do not say you want to increase event participation; say you want to increase event participation by 5 percent. The number 5 percent gives you something to strive for.

Another example…
Do not say we want to host events on campus, say we want to host 3 large engaging events and 3 small internal organization events on campus.
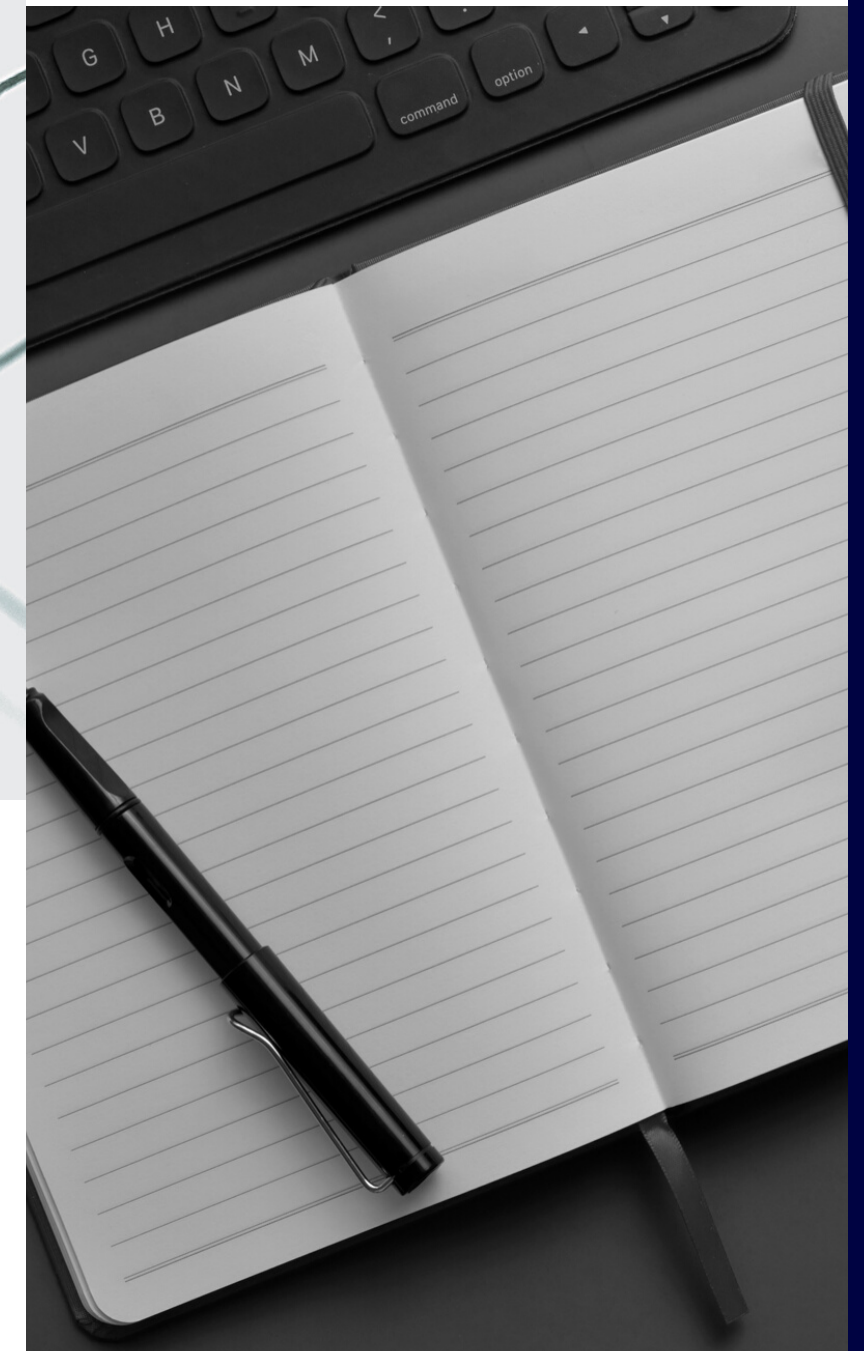
Measurable

You should be able to measure how you are achieving your goal. Think about how will you know when you've accomplished your goal.

Questions to ask to ensure goal is measurable:
How many?
How much?
To what degree?

For example…

We want to recruit 20 new members to the organization by the end of the year. You measure that you've achieved that goal by counting how many members you've started the year with and then how many members you end the year with. That will tell you how many new members you have.

Another example…

We want to student members to feel included in our organization.
You can measure if members feel included by asking a question on a membership survey. You can even go farther in asking why or what makes members feel included.

Attainable

Don't set a goal that isn't realistic. You should set a goal that you are able to achieve. Don't set yourself up for failure.
Identify your goals and how to attain them. Work to develop attitudes, abilities, skills, and financial capacity to reach the goal.

REALISTICALLY ATTAINABLE EXAMPLE

If you know you don't have the money to have 20 events on campus, don't set a goal of hosting 20 events.

Philanthropy/fundraising- It is realistic to set a goal of raising $2,000 in a year, but it is not realistic that in a year your organization will raise $1,000,000.

ACHIEVABLE EXAMPLE

Our organization has funding to host 2 small events on campus and we want 25 people to attend each event. With the proper marketing, that attendance number is achievable. You also know you can achieve the 2 events because you have the funding available.
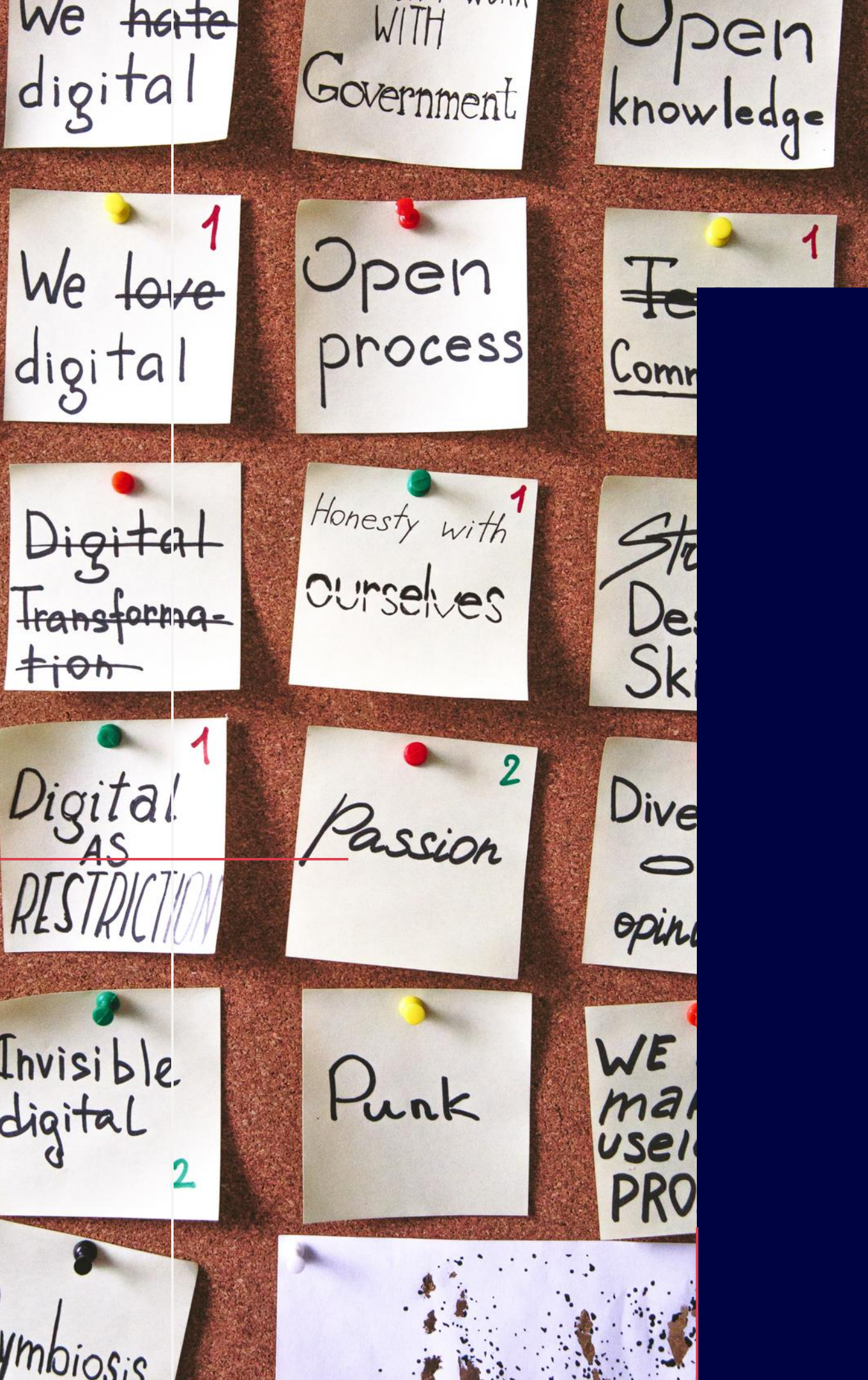
Your goal should be relevant to your organization. The goals should be something worthwhile. Don't set a goal that doesn't make sense for your organization. Goals should be important to the work and focus on results.

For example:
If your organization's mission is to do community service, one of your goals could be specific number of community service hours.

Relevant

Time Bound

Specify when your goal should be completed.

Time is important for keeping goal performance focused and on target.

Example:

Our student organization will increase our membership by 10 people <u>by the end of the Fall semester</u>.

<u>By January 1st</u>, our student organization will have raised $1,000.

Long Term Goals vs SMART Goals

LONG TERM goals are future aspirations for your organization; think 4-5 years. SMART goals are smaller steps to achieve your organizational goals. You can use SMART goals to get closer to achieving LONG TERM goals.

Benchmarking defined

Benchmarking is very similar to goal setting as it sets out check points for you to accomplish tasks and the ability to check-in where you are at to ensure you continue on to achieving your final goal.

Benchmarks can be milestones and celebratory moments for your organization to celebrate the small accomplishments in the bigger picture.
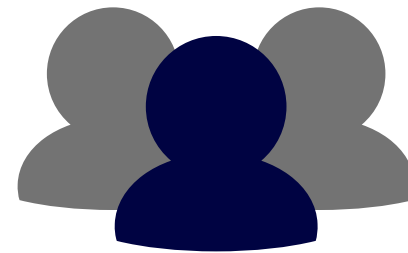
Benchmarking Example
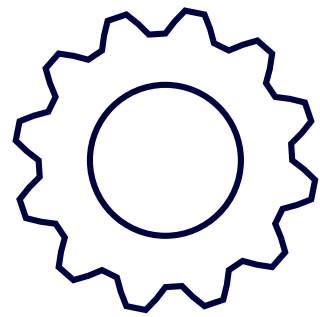
Check-In 1
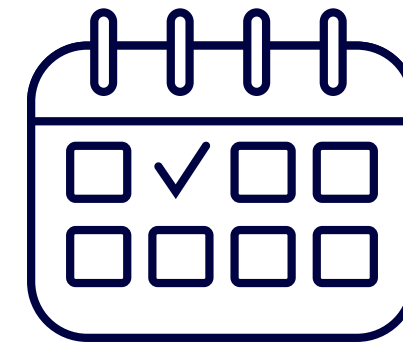Marketing plan created and implemented.

Check-In 2: Host 2 recruitment events.

Check-In 3: 10 new members join

Check-In 4: Host membership drive on campus
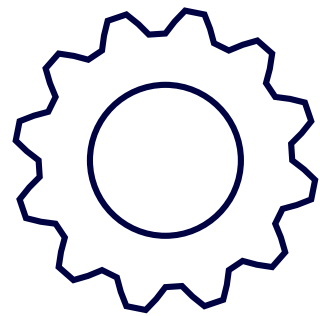
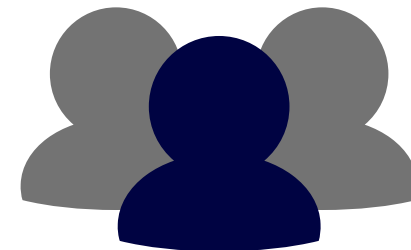GOAL ACHIEVED 20 new members join

Benchmarking Example
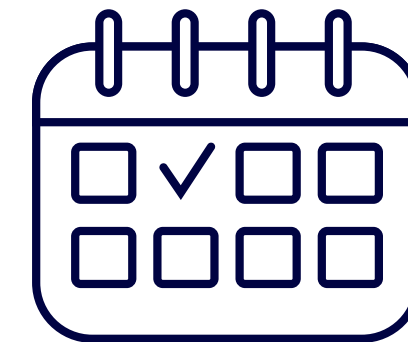
Check-In 1 Brainstorm event ideas and marketing.

Check-In 2: Host first event and see attendance.

Check-In 3: Review event and assess to see why attended or not

Check-In 4: Host another event with revisions

GOAL ACHIEVED Event attendance of 50 people! If not 50 people you can revisit check-in 3 and 4

What if we don't achieve our goal?

Reset, review, and revise. Don't let one this moment stop you from achieving greatness.

If you have questions please use the contact information below…

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MEETING/APPOINTMENT

You can schedule a meeting or appointment by e-mailing Jeremy.Sippel@tamuc.edu. Meetings can be in-person or virtual.