

GOAL SETTING GUIDELINES

(Refer to chapter president's IMPACT Guide for more information)

What is a goal?

A goal is a milestone to be achieved. Goal setting is a method of developing a plan to meet your objectives as a chapter and your responsibilities as a leader. A goal is more effective when stated in terms that follow the SMART approach:

S pecific	Non-specific & ineffective goal: "A stronger committee system."
M easurable	
A ttainable	Specific & more effective: "By the end of the term, there will be four
R elevant	functioning chapter committees (executive, service, membership, and
T imely	finance, and every chapter activity will be coordinated by a committee."

Because the revised goal is more specific and measurable, it helps you decide if the goal was met. Setting a time when the goal is to be achieved makes the goal more meaningful. Without a specific timeline, it's too easy to say, "Someday, we'll have these committees."

Why are goals important?

Generally, goal setting means that you have a plan for the chapter and your term in office. This plan will, if developed properly, be the core around which you and your fellow officers will work as a team and will enable you to build greater unity within the chapter. Some of the benefits are:

- Better leadership results (success!)
- Improved communication
- Improved decision making
- Framework upon which to build motivation
- Improved commitment through participation
- Better use of organization – responsibilities are clarified, allowing for better delegation
- Identification of problem areas
- Increased creativity and innovation

How can SMART goals be used to assess progress? Be SMARTER!

Making your SMART goals SMARTER will help your chapter set more effective goals, and will help maintain continuity, ever after you leave office. To accomplish this, SMART goals should also undergo the following steps:

E valuate
R evisé

For example, if your goal was to add 25 pledges during the fall and spring semester, and your chapter activates 30 members in the fall semester, your goal should change. Perhaps the initial goal

was not challenging enough. If your goal was to complete 1,000 service hours as a chapter, but you only get 900, you should examine why you missed your goal. This can help you identify areas of opportunity in your chapter (“We aren’t planning enough service projects”) or areas of opportunity in your goals (“We have 20 members, and not everyone can complete more than 50 hours a semester”).

The Evaluate and Revise section of the SMARTER goal setting process is the evaluation of the progress in between the annual Chapter Assessment and Planning Sessions. The Chapter’s progress should be regularly reviewed and adjustments made as appropriate, and these reviews should be included in your Action Plan.

The SMART Goals Worksheet that follows is used during the Chapter Assessment and Planning Session (CAPS); the Evaluate and Revise component correlates to the Chapter Action Plan (see sample plan later in Appendix).

Sample Chapter Goals:

- **Membership Growth/Retention**
 - We will contact every member who misses two consecutive meetings.
- **Sectional/Regional Participation**
 - We will send our president and at least 10 members to the sectional conference.
- **National Participation**
 - We will establish a travel fund for National Convention and will allocate \$300 per semester.
- **Fiscal**
 - The treasurer, with the help of the Executive Board, will prepare a budget and submit it by September 15 for the approval of the chapter.
- **Alumni**
 - Our alumni secretary will set up a program to contact 12 alumni living in the area and invite them to a chapter event.
- **Advisors**
 - We will secure two more advisors from the faculty or staff by November 1.
- **Leadership Development**
 - The Executive Board will attend a Launch course the next time it is offered.
- **Friendship**
 - We will plan two chapter fellowship events this year.
- **Service**
 - We will increase service programs by adding two off-campus projects this year.
- **Public Relations**
 - We will write an article about each of our major service projects and send a copy to the campus and community newspapers, as well as to the National Office.
 - We will meet with the school administration at least once each term.

See the president’s IMPACT Guide for more sample chapter goals.

SMART GOALS WORKSHEET

Item the Goal will address: _____

Chapter Member/Officer responsible: _____

Goal statement (write only 1 statement per worksheet):

S PECIAL

M EASURABLE

A TTAINABLE

R ELEVANT

T IMELY

SAMPLE SMART GOAL:

By May 20XX, improve recruiting and new member education (pledge) program to increase membership to 50 with an annual retention rate of 90 percent (including graduating seniors). The chapter's Executive Board will evaluate progress at the end of each semester.

Small group: _____

Leader name: _____

(REPRODUCE AS NEEDED)