

## Goal Setting

Goal setting can be a critical piece of student organization leadership. It gives direction and meaning behind the organization's activities. Goal setting can occur on an individual basis as well as on an organizational level. Executive boards may want to establish goals for their individual positions, along with assisting general members in developing goals for the organization.

When setting goals it is important to remember that goals should be meaningful, tangible, and measurable. A good way to set goals is to follow the SMART acronym:

**S**pecific – answers the “W” questions: who, what, why, when, where, which

**M**easurable – How much? How many? How will I know when it is accomplished?

**A**ttainable – is there a way you can make this goal a reality? Is it something you can accomplish?

**R**ealistic – the goal must be something you are willing and able to do.

**T**imely – set a deadline by which your goal will be met

Encourage your members to place their goals somewhere visual so they will see their goals every day. This can be their residence hall room, in their bathroom, in their car or even in their planner. If goals are written but never looked at they quickly become irrelevant.

Set a time to assess goals and adjust as needed and to celebrate success!

*Adapted from Student Organizations Manual, Michigan Tech Office of Student Life.*