

November 2011 Club/Organization Training:

Goal Setting and Strategic Planning

Why Set Goals?

- Set a direction
- Focuses work
- Creates purpose for members
- Allows you to recognize significant accomplishments

SMART Goals

Goals should be SMART:

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**imely

Specific

- Focus your goal
(Who? What? Where? When? Why?)

Not Specific: "We will hold programs this semester."

Specific: "We will hold programs this semester that raise awareness about physical disabilities."

Measurable

- Assess how close you are to reaching your goal and confirm when you've reached it

Not Measurable: "We will do a fundraiser."

Measurable: "We will raise \$1,500 through fundraising activities."

Attainable

- Can you reach your goal?

Not Attainable: “We will advocate for all students to gain work study.”

Attainable: “We will advocate for more work study positions on campus.”

Realistic

- You must be able and willing to accomplish your goal

Not Realistic: "We will not drink water for three weeks to raise awareness on the need for clean water in third-world countries."

Realistic: "We will research and raise money for a non-profit organization which increases the availability of clean water in third-world countries."

Timely

- Amount of time given to complete the goal

Not Timely: “We will revise our constitution.”

Timely: “We will revise our constitution by the end of the semester.”

SMART Goal Example

“We will plan and put on two social and two educational programs this semester.”

Specific? Yes – Social and educational programs

Measurable? Yes – Four programs

Attainable? Yes – Roughly one program per month

Realistic? Yes – The programs reflect the purpose of the organization

Timely? Yes – The end of the semester is your time limit

Activity

Write a SMART Goal for your group...

Strategic Planning

- Examines where you are and where you are going
- Raises awareness of:
 - Steps needed to attain goal
 - Obstacles in attaining goal
 - Resources to help reach your goal
- Helps you stay on track
- Fill in your Strategic Plan

Tips on Reaching Goals

- Bring a list of your goals to each meeting
- Include input from many if not all group members
- Discuss about how your weekly business helps you reach those goals
- Make your goals relevant to your organization
- Celebrate both the end goal and the “Small Wins” along the way

A Few Updates/Reminders

- Reimbursements
- Club/Org of the Month
- Club/Org Awards
- Event Surveys
- Feb. Leadership Retreat – 2/25
- Leadership Class – Wed. 7-9:30PM
 - E-mail rmack0710@curry.edu

Reece Painter

- Evening and Weekend Program Coordinator
- Hours:
 - M: 4PM – Midnight
 - TH: 3PM – Midnight
 - F: 5PM – 1AM
 - SAT: 5PM – 1AM
 - SUN: 5PM – Midnight
- Help with Programming in Student Center (\$?)
- rpainter0811@curry.edu

Questions?

Contact

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Organizations

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Mon – Sat 12-8