



# Setting Goals for your Student Organization

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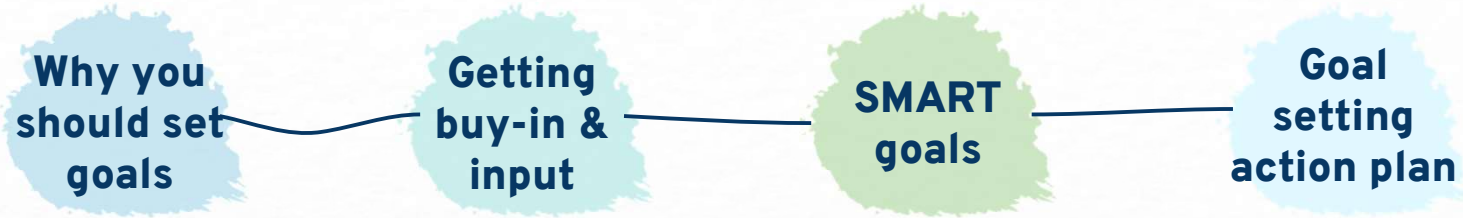
# Overview

**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 attendance of first year students at membership meetings during the fall semester."*

# Pick One Goal to Build Out



Identify 2-4 tasks/mini goals that support the main goal

- “Create regular Instagram posts”
- “Tag accounts on Instagram stories”
- “Post flyers with our organization’s Instagram information in the residence halls and other high traffic areas”



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 we have our last meeting of the semester, at least 20% of students will be first time and first year students—up from current number of 10%.”



How does this goal relate to your organization’s purpose?

- “Our organization serves to support and advocate for students, but it is difficult to do this if residents don’t know who we are.”





# Thank you!

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