

PROCESS FOR SETTING GOALS:

1. Identify areas for goal setting. These might include:
 - Personal development
 - Process improvements
 - Teambuilding
 - Activities/projects to help department/university achieve its goals
 - Activities/projects that focus on providing better service
2. Write a goal statement, focusing on observable, measurable performance (e.g. "deliver, develop, produce, increase, or improve"). Include a time frame for completion.
3. Determine measures of success. Determine how you will know if the goal has been achieved.
4. Develop a specific action plan to include what needs to be done, who is responsible, and when each step will be completed.
5. Identify resources needed to accomplish the goal and how they will be obtained.

CHARACTERISTICS OF GOOD GOALS:

S = Specific

M = Measurable

A = Attainable

R = Relevant

T = Timely

EXAMPLES OF EFFECTIVE GOALS

1. **Goal:** Improve one job-related skill prior to May, (insert year).
 - **Success Measures:**
 - Effective use of new skill on the job
 - Positive feedback from colleagues
 - Positive self-assessment
 - **Action Plan:**

- Identify a job-related skill that needs improving (by insert date)
- Identify ways to improve that skill (e.g. training class, seminar, reading)(by insert date)
- Develop the skill (by insert date)
- Begin to apply the skill (by insert date)
- Assess the use of the skill and solicit feedback from others (begin on insert date)

2. **Goal:** Assess the level of customer satisfaction in your area and develop an improvement plan by December, (insert date).

- **Success Measures:**
 - A representative sample of customers was selected
 - Effective methods were used to gather feedback
 - The improvement plan is implementable and realistic
 - Appropriate university resources were used
- **Action Plan:**
 - Develop criteria to measure the level of customer satisfaction (by insert date)
 - Develop a tool to use as a survey (by insert date)
 - Select a sample of customers to survey (by insert date)
 - Distribute the survey (by insert date)
 - Analyze the survey results to determine areas of strength and improvements; prioritize improvement areas (by insert date)
 - Develop a plan to address the improvement areas (by insert date)
 - Discuss plan with supervisor; modify as appropriate; implement (by insert date)

3. **Goal:** Complete XYZ project by (insert date)

- **Success Measures:**
 - Project completed on time and within budget
 - Appropriate resources were utilized
 - Project objectives were met

Action Plan:

- Define the project scope (by insert date)
- Get approval on resources needed (by insert date)
- Identify significant milestones (by insert date)
- Provide updates to supervisor (by insert date)
- Complete project (by insert date)

4. Goal: For the _____ academic year, increase by 10% the number of students successfully placed in intern positions, as compared with the _____ academic year.

- **Success Measures:**

- Use of reliable data collection method
- Positive student feedback
- Positive employer feedback
- Positive feedback from academic departments
- Intern placements increased by at least 10%

- **Action Plan:**

- Summarize data on intern placements for (insert date) (by insert date)
- Develop and make presentations& to student professional groups (Employee On-going)
- Develop partnerships with academic advisors so they will refer students (Employee On-going)
- Develop partnerships with potential employers to increase the number of intern opportunities (Employee On-going)
- Provide follow-up services to students/employers during the internship; solicit feedback (Employee On-going)
- Summarize data on intern placements for (insert date) (by insert date)
- Identify strengths and improvement areas for (insert date) (by insert date)