**Guideline for Drafting Student Group Goals & Objectives**

*Why are Student Groups goals? And why are objectives so important?*

Goals are an extremely important part of any successful a Student Group. They start at the individual level and progress to a shared vision of what the Student Group wants to accomplish. Setting goals is an important first step and helps determine how members represent their group and what activities they want to plan. Objectives are equally important and are the steps or activities you must take to achieve the goals.

To simplify, **Goals** are what the Student Group wants to accomplish, and **Objectives** are the activities to achieve the goals.

Here are some help hints when setting goals and actions (objectives): When setting goals:

* Remember your purpose – what do you want to accomplish?
* Involve all members—it is critical to your success.
* Be sure that everyone in your group understands what their part is.

Goals should be:

* Clearly understood
* Achievable
* Timely

The benefits of setting goals:

* helps current members understand the Student Groups’ purpose.
* makes that purpose clear to prospective member.
* helps make your group a working group rather than just a reason to “hang out together”.

Objectives

* Grow out of goals.
* List the steps that you must take to in order to achieve the goals.
* Those steps are the activities you will do in order to achieve your goal.

*An example:*

* **Goal** (what the Student Group wants to accomplish)  
  o to increase Student Groups membership and promote Group events to the MC campus community.

**Objective** (your Group activities to achieve goal)

* The Student Group will hold weekly meetings every Tuesday.
* The Student Group will advertise a group meeting schedule by:
  + posting campus flyers,
  + advertise in the campus newspaper.
  + submit an event request to the Office of Student Life’s website
  + members and advisor will make announcements in classes.
  + ICC representative will attend ICC meeting and make group announcements.
  + Members will do outreach by reserving the Student Life information Window four times during the fall semester and promoting group's meetings and events.
* Groups will evaluate advertisement efforts at the end of the semester and will consult with our Student Life Specialist

*“When my Student Group began, we just had an idea to get together without really knowing what we wanted to accomplish. Setting goals helped our Group understand what we wanted to do*.” Student Groups

1. Your Groups drafts goals with an action plan (with its members and advisor).
2. Group members commit and tasks are assigned.
3. Group members implement action plan.
4. Group officers and advisors monitor progress.
5. Group membership and advisor evaluate goals and actions plan, revise if necessary.

Things to keep in mind:

“I” Goals:

* What can I contribute to this Group as a leader or follower?
* What do I expect to gain from my involvement in this Group?
* What do I expect the advisor or other member to do in order to support and challenge me?
* What impression do I want others to have of me?
* What skills and abilities do I want to build?
* What characteristics will make my involvement a successful experience?
* What do I want to learn from my challenges?
* What is an effective way to recognize me for outstanding efforts?
* What do I want to have learned by the end of the semester?

“We” Goals

* What do we want to contribute to this Group, and the campus community?
* What involvement opportunities do we plan to provide for our membership and/or the campus community for the semester and year?
* What do we expect the advisor to support and challenge our group to do?
* What traditions do we expect to carry on or develop over the year?
* What records do we expect to keep of our accomplishments & challenges to pass on to next year?
* What do we plan on doing to support and reward each other?
* What will make our experience successful?

Goals and Actions (objectives) are the blueprints you put into place to provide a step-by-step vision for building your Groups future. They allow you to plan, prioritize, and assess how successful you are progressing toward the achievement of the Group.