Start from Why: Then Set your Goals.

ORGANIZATIONAL GOAL SETTING

Teams have goals to identify what they plan to accomplish, to communicate that to others, and to measure what they did. They also are a basis for recognition and celebration. Goals should be realistic, attainable, and measurable. Goals are <u>not</u> projects. Projects are developed to meet goals.

Goal statements
- Begin with the preposition "to"
- Contain an observable action verb such as establish, create, change, present, decide, recruit, train, improve, conduct, sponsor, increase, establish, etc.
- Are statements of what the team wants to accomplish within a time
- Reflect a specific something that can be evaluated as having been accomplished or not
- Are realistic but represent enough of a challenge to make them worth working toward
- Tie directly back to the basic purpose of the organization

Sample Council Goals
- To earn Sweepstakes for this school year.
- To increase involvement within the council by recruiting members, providing training, developing an effective committee system, and recognizing contributions and accomplishments of members
- To enhance school unity by focusing on school pride and promoting school spirit through sponsoring at least five projects open to the entire student body
- To promote a physically and emotionally safe, productive environment for the entire student body, both in and out of school, by sponsoring at least five activities to educate about and reinforce this type of behavior
- To promote good public relations among the council, the staff, and the community through service projects and positive communication
- To improve the academic performance of all students by enhancing connectedness and security through offering open membership to the council, by sponsoring at least five activities open to the entire student body, by working to make the students' voice heard by the staff, and by recognition of student achievements.

Steps in Establishing Council Goals
- Determine what is good about your school that you want to see continue.
- Determine needs of your school.
- Establish the why of your council.
- Brainstorm goals.
- Refine your goal statements.
- Share the goals with your principal and get the principal's input.
- Revise goals if necessary.
- Share the goals with your staff and your student body.
- Refer back to the goals every time you plan an activity.

All of this can be completed in a virtual setting. Set your council up for success by planning now.