

### objective of this guide:

The primary objective of this guide is to outline the importance of goal setting in recognized campus organizations (RCOs) that are a part of the CCR, and to provide each organization with a basic framework that they can use to brainstorm goals as a group for the year.

### why complete a goal setting?

Goal setting is vital for recognized campus organization student roles to achieve validation for the following reasons:

- Goals help set a firm direction for something definite to work toward
- Goals create motivation within an organization
- Goals give a clear understanding of ideas and responsibilities for the organization’s members
- Goals provide a concrete means of measuring progress and success
- Goal setting can be a teambuilding exercise for individuals to become committed to the organization
- One must actively think about WHAT they want before they can ACHIEVE it

### tips for goal setting:

#### 1) Use the S.M.A.R.T goal-setting model:

When goal setting, goals should follow a certain criteria that make them challenging and achievable at the same time. A universally applied methodology to goal setting involves using the S.M.A.R.T. principles which can be explained as follows:



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<sup>1</sup> Kenneth Blanchard and Spencer Johnson first developed the SMART goal system when branching the concept of goal theory beyond academia into the area of management and leadership (Blanchard, Zigarmi, & Zigarmi, 1985).

## 2) Use these tried and true techniques:

- 1) **Brainstorming:** This primarily involves meeting with the entire executive team and gathering everyone's thoughts and ideas on the organization's goals as well as their individual goals for the academic year.
- 2) **Narrow Focus:** Once the brainstorming is complete, the time comes to eliminate the goals that do not follow the aforementioned guidelines or plans and focus on what is attainable during the year.
- 3) **State your goals:** Be very specific about the goals that you want to achieve. Stating your goals also allows you to keep track of them as the academic year moves along.
- 4) **Writing them down:** The easiest way to put your thoughts on paper is to create a Strategy Map or a Mind Map. The process involves writing your goal down at the center of a page and mapping all the criteria (resources, skills, experience) that will help you achieve this goal.

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## group goal setting template

**\*You may complete the following goal setting exercise with the greater group.**

Names: \_\_\_\_\_

Recognized Campus Organization Name: UTM TV Club

Date: November 6, 2019

What are the three major goals of the organization to accomplish over the year?

1. Creating a reputation with other clubs and organizations, will in turn boost our involvement and visibility in association with UTMSU clubs and other UTM initiatives (ex. co-hosting events)
2. Create a fast paced working environment to ensure our club of validity (timeliness) and keeping up to date (ex. going to events, editing and posting videos as soon as possible)
3. Create more student involvement and engagement opportunities

Brainstorm a rough schedule of the events/activities/tasks of the organization that will take place over the year:

SEPT: Beginning of Year General Meeting (Sept. 26)

OCT: Halloween Carnival (UTMSU Collab: Oct. 29 - Oct. 31)

NOV: DEMA collab event "A Student's Guide to Making A Film" (Nov. 15)

DEC: Toronto Christmas Market Dinner Exam Destressor (Dec. 10)

JAN: General Meeting 2 (Jan. 11), Bell Media Tour (Jan. 29)

FEB: Movie Night (Feb. 7) Valentine's Day (Rotaract collab Valentine's Grams)

MAR: Workshop (TBA: Mar. 20), Charity Event 1 (Mar. 14), Charity Event 2 (Mar. 28)

APR: Documentary Screening (Apr. 7)

SUMMER MONTHS

What are some lessons the former executives/members learned from the previous year or years prior to that? How will they be taken into consideration in order to improve the organization's function in the current year?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will the goals listed above be measured throughout the year and at the end of the year?

- Student interaction progress by the end of the year
- \_\_\_\_\_
- \_\_\_\_\_

## SOURCES

Kenneth Blanchard and Spencer Johnson first developed the SMART goal system when branching the concept of goal theory beyond academia into the area of management and leadership (Blanchard, Zigarmi, & Zigarmi, 1985). <https://wikispaces.psu.edu/display/PSYCH484/6.+Goal+Setting+Theory>. The webpage created by BRIAN FRANCIS REDMOND, last modified by BENJAMIN ANDREW MENET on Jun 15, 2014

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