

Wittenberg University: Office of Student Involvement Strategic Planning

Strategic planning is an organization's process of defining its strategy/direction, and making decisions on allocating its resources to accomplish the end result. There are numerous techniques an organization can use, one of which is SMART goals:

A SMART goal is used to set Specific, Measurable, Attainable, Realistic and Timely objectives.

Why set goals?

- 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 group 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.

Individual Activity

Brainstorm 3 SMART goals for your organization:

Examples: Raise organization's average GPA, Engage members in more community service opportunities, Establish solid relationship with advisor.

	S	M	A	R	T
	Specific: Identify a short- or long-term goal that focuses on the organization's needs.	Measurable: Explain how you will know if results changed because of the actions specified in the goal.	Attainable: Be sure not to set goals that are too conservative or impossible to reach.	Relevant: Is this really what your organization needs/wants?	Timely: Can you accomplish this in a timely manner?
Goal 1					
Goal 2					
Goal 3					