



LEADERSHIP TIPS

CHAPTER GOAL SETTING

Planning annual chapter goals is an important responsibility of the officers. There are numerous benefits of doing this work each year.

They describe success. At the end of the leadership term, how will you know how successful you are? Without goals, it's difficult to budget, plan, and engage the members. Having a set of goals gives everyone, officers and general members alike, the same success indicators. They create our expectation level of ourselves and others with that common definition of success.

They provide challenge. Average leaders just take out the plan from the year previous and change the dates. Goals can but used to stretch a chapter to become better, bigger, and more relevant to the chapter members. They can be used to set a direction for the year as well as a recommitment to the mission of SPJ and the purpose of the chapter.

They create common tasks and processes. All committee chairs, task groups, and members will know what is expected of them. They can volunteer in ways that both interest them and help the chapter. A regular update on goal attainment will give everyone a sense of accomplishment and teamwork.

WAYS TO SET GOALS

Goal Setting Retreat/Meeting

This is the most time intensive and can be the most fulfilling. Chapter leaders get focused time away from work and other responsibilities to think about the needs and desires of the members, set the direction for the year, and get a sense of activities for planning and budgeting purposes. This meeting can be a couple of hours long or a full day of team building, communication, and planning work.

Surveys

Develop a needs/desires survey to distribute to members to be completed. This can be done with online tools or a simple paper survey. Officers should summarize the results and provide a report to the chapter. Surveys give every member a chance to weigh in on what the chapter does for the year.

If discussing in person, consider interactive ways to get members to share their priorities. This can be done on index cards, post-it notes, or by simple hand raising. Be sure to provide a list of the major areas of chapter operations so nothing is forgotten (recruitment, finances, professional development/education, fundraising, awards/celebrations, etc.).

New Year's Resolution

Ask each member to write 10 resolutions for the chapter for the year on blank sheets of paper. Compile these resolutions and categorize. Write down member's names next to the area of improvement and create committees based on those responses.

Setting annual goals can be a fun exercise in group development. Not only will you be developing a task-oriented plan for the year, you can take time out of everyone's busy schedules to focus on teamwork and chapter growth. Lean on other chapter presidents to learn about what they are doing to set goal and steal great ideas! If you have good ideas yourself, be sure to share those with others. That gift of sharing not only strengthens other chapters, you are working collaboratively to strengthen your own. In the end, stronger chapters make a stronger SPJ.

CHAPTER GOAL SETTING WORKSHEET

SHORT-TERM GOAL #_____
(Short description here)

Objectives/Action Steps:

Individuals to Involve/Talents to Tap:

Resources Needed:

Target Dates/Deadlines: