

## Goal

### Definition

*The purpose toward which an endeavor is directed; an objective*

The SMART criteria (Specific, Measurable, Attainable, Realistic and Timely) act as a guide for writing meaningful goals. In addition, a good goal includes criteria for evaluating successful completion of the goal, such as a deadline, quality of the work, utilizing a specific leadership competency, etc.

### Examples of Goals:

1. Create and maintain a balanced budget by the end of the year as shown in the financial statement; a balanced budget; demonstrate a critical analysis of the current budget and consider institutional priorities when making decisions
2. Engage staff in setting goals based on Employee Engagement data; set two priorities and engage staff in addressing the improvements needed. Evaluate success by soliciting comments from staff on their perception of any improvements. Leadership Competency: People and Partners: empowers others
3. Identify the Center's priority areas and build a communication plan outlining strategies by 11/1/2011. Implement plan after approval. Demonstrate strategic planning and orientation skills.