

# MISSION, GOALS, & OBJECTIVES

## Why are Mission Statements, Goals, and Objectives effective?

- To clarify and define why an organization exists
- To give direction
- To can focus and motivate members
- To provide a way of recognizing accomplishments and successes

## How are organizations that develop clear missions and goals more effective?

- They gain commitment and motivate members for meetings and activities
- In recruiting new members
- Securing new leadership for a sustainable organization on campus

## Definitions

**Mission Statements:** Broad, general statements that tell why your organization exists. These do not usually change from year to year.

**Goals:** Statements that describe what your organization wishes to accomplish, which stems from your purpose or mission. Goals are the ends toward which your efforts will be directed and will often change from semester to semester or year to year, depending on your group.

**Objectives:** Descriptions of exactly what is to be done, and are derived from the goals; clear specific statements of measurable tasks that will be accomplished as steps toward reaching your goals. Objectives are short term and have deadlines.

**Your Mission Statement:** Is in your constitution that was requested by the Office of Student Activities when your group became a registered student organization. If you do not have a copy or are starting a new group, please stop by our office. Once the group agrees upon a mission statement, the rest is easy.

## 6 easy steps for setting Goals, and Objectives

1. Brainstorm a list of potential goals and objectives as a group (See *Brainstorming* handout for details and suggestions)
2. Choose from the brainstormed list those you would like to use.
3. Prioritize your choices. Where does the group want to start?
4. Determine objectives for each goal, and a plan of action for each objective. Remember - there can be several objectives for each goal.
5. Move into action and follow through. Many groups fail to evaluate and revise their goals; thus their goals go unchecked and are often never achieved.
6. Evaluate your progress on a regular basis. Remember that circumstances change so be flexible and allow your objectives to change with them.

(over)

## Create an Action Plan

Your **Action Plan** is a list of very practical steps needed to accomplish your objectives in a timely manner. Questions which need to be answered:

1. How will the objectives be accomplished?
2. What are your resources in terms of people, money and materials?
3. Who is responsible for each task?
4. What is the deadline?
5. How will you know when it is accomplished? How will you measure the results?

## An Example of the Whole Thing in a Nutshell

### **Organization: Outdoor Program**

#### **I. Mission Statement**

The purpose of the Willamette University Outdoor Program is to give the Willamette University community access to the outdoor recreation and environment of the Pacific Northwest.

#### **II. Goals**

1. Encourage environmental education
2. Build campus unity
3. Have fun

#### **III. Objectives** (encouraging environmental education)

1. Each member must research some interesting facts about each trip that they lead.
2. Invite an environmental speaker to campus each semester.
3. Prepare some information for the campus community about a current environmental issue in the Willamette Valley or Pacific Northwest.

#### **IV. Action Plan**

##### 1. *How?*

- Brainstorm possible speakers
- Financing resources
- Current environmental issues

##### 2. *Resources?*

- Members
- Student Activities staff
- Advisor
- Library
- Internet

##### 3. *Responsibilities?*

- All trip leaders will research a fact by next week for their trip
- Bob and Tom have volunteered to research funding for speakers
- Jill, Dave, Betty and Lorenzo will choose our current issue and make a proposal in two weeks

##### 4. *Deadlines?*

- Tasks assigned according to desire to take responsibility

##### 5. *Results?*

- At the end of the semester, we will look at our goals and see if they were met

This is one of many handouts available to you. Feel free to meet with any Student Activities staff member for more details about this topic or any others related to leadership or your student organization. We also have open advising hours every Wednesday from 3 p.m to 6 p.m. The Office of Student Activities is located in the University Center, on the 2<sup>nd</sup> floor, or by telephone at (503) 370-6463. Visit our website at [www.willamette.edu/dept/osa](http://www.willamette.edu/dept/osa) or email us at [wustudentinvolvement@gmail.com](mailto:wustudentinvolvement@gmail.com). Adapted from the Office of Student Activities and Leadership, University of Michigan.