

# 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.

## Create an Action Plan

Your Action Plan is a list of very practical steps needed to accomplish your objectives in a timely manner.

(over)

**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: Nail Design***

***I. Mission Statement***

*The purpose of the Knox College Nail Design Club is to give the Knox College community access to the variety of nail polish, designs, techniques that exists.*

***II. Goals***

1. *Encourage creative nail designs and try new techniques*
2. *Build campus unity*
3. *Have fun*

***III. Objectives (encouraging creative, expressive art)***

1. *Each member must research some technique they wish to share or new product they want to try.*
2. *Invite a professional nail technician to share the latest trends and techniques .*
3. *Present a campus wide nail-a-thon, free of charge, once a term.*

***IV. Action Plan***

***1. How?***

- Brainstorm possible supplies and products*
- Financing resources*
- Brainstorm possible professionals to share knowledge with club members*

***2. Resources?***

- Members*
- Campus Life staff*
- Advisor*
- Local professionals*
- Internet*

***3. Responsibilities?***

- All members will participate in nail design: either in painting nails, getting nails painted, or both.*
- Jose and Gerttie have local connections so will be the community liaison to finding speakers*
- Fred, Ralph, and Sunny will take lead on the nail-a-thon.*
- Paulette and Des will be responsible for supplies and inventory.*

***4. Deadlines?***

- Tasks assigned according to desire to take responsibility*

***5. Results?***

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

This is one of the many handouts available to you. Feel free to meet with Jil Gates, in Campus Life for more details about this topic or any others related to leadership or your student organization.

We also have open advising hours Thursdays from 2 p.m. to 4 p.m. The Office of Student Activities is located in the Seymour Union, on the 1st floor. You can also ask questions by telephone at 309-341-7573 or email at [jgates@knox.edu](mailto:jgates@knox.edu).

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