

Goal Setting

WHY? Goals set direction, provide purpose and accountability and outline roadmap/destination. Goals provide direction and focus for the individuals as well as for the team buy-in. Allows group and individuals to be more efficient and more effective.

WHO? The widest possible population equals ownership, the whole team (not one individual). With input from those who will do the work and those who will be affected.

WHAT? A goal is a destination, which should define the role of your PTA. It should answer the question of who we are and what we want to accomplish. It is a written, relevant, attainable, observable, broad statement of a desired end. Goals reflect the mission of the group and give common focus to group's efforts.

Goals → Objectives → Action Plans/Activities → Evaluate

How to get started:

Rules to Brainstorming to Reach Goals:

- Use facilitator from outside your group
- Everyone participates, one at a time
- Propose one item each turn, may pass
- Recorder records each statement
- No wrong answers, no debate
- Work until all members pass or time is up
- Each person can advocate for or against an item
- Facilitator helps find common threads to combine
- Group can rank items with value of 1-3
- Highest ranking item is group's consensus

Goal Setting Process

1. **Determine the PTA's role**
What do we want to do?
2. **Evaluate current services/ resources**
3. **Assess needs**
What do our members and community see as ways we can fill the role we have identified? (needs assessments/surveys)
4. **Set goals and objectives in priority order**
Where will we go? What will we do?
5. **Develop action plan/activities**
Includes the steps and resources needed
6. **Monitor and evaluate**

Goals → Objectives → Action Plans/Activities → Evaluate

GOALS should include:

- Who you are? (Define your role)
- What you will provide? (What have we done? What should we do?)
- What you want as a result? (Where do we want to go? What do we want to happen?)
- How will you get that result?

Example: *The ___ PTA will*

- _____ (#1-one or two action words about what you will do)
- _____ (#2- what/or for whom)
- _____ (#3- action word and achieve what result)
- _____ #(4- what will you do to ensure that you get #3)

Example: *The ___ PTA will empower (#1) our members (#2) to develop effective leadership skills (#3) by providing information on the essential resources and training opportunities and support attendance with budget allocations (#4).*

OBJECTIVES are needed for each goal.

These are specific actions to reach your goal/how you will reach your goal. They should be explicit, measurable, concise but clear.

Example: *Provide funding in budget for attendance at state convention. Publicize all training events scheduled by District PTA.*

ACTION PLANS/ACTIVITIES for each objective should be developed.

These explain the steps and resources needed to meet the objective(s).

Activities must relate to an objective and

- include the action that will take place,
- who is assigned to do the tasks,
- what materials and resources are needed,
- when actions are to occur (any due dates?)
- how reports of progress are to be made

Example: *use email, newsletters (each would have steps and resources needed)*

EVALUATE at mid term and end of term.

Set a specific method for evaluation. Determine who will take responsibility. Anything need to be changed? Was goal met?

Questions that can help evaluate the effectiveness of a goal or a project:

- Did it implement at least one of the purposes of PTA or relate to PTA's mission?
- Did it meet the needs of the community?
- Did it involve members? Was it interesting or helpful to them?
- Did it give us some useful information?