

# 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?