

What is a Goal?

- **What do you want to achieve?**
- **A goal is an overarching principle that guides decision making**
- **Characteristics of a Sound Goal**
 - Reflects the big picture
 - Clearly serves the interests of the program
 - Ambitious yet attainable in principle
 - Relatively long-range and stable over time
 - Broad, abstract, and generally difficult to measure
 - A program may have only one or two goals
- **Examples of a Goal**
 - Promote student success
 - Increase student engagement
 - Support, guide, and empower every student to achieve his or her goals
 - Deliver and ensure access to programs, services, and support that meet student's needs
 - Manage change proactively
 - Be known as the premier [insert discipline] in the state
- **Examples of what is **NOT** a Goal**
 - Office space for adjunct instructors

- Add another full-time faculty member