

## 2019 SMART Goals and Reflection Worksheet

Use this worksheet to reflect on 2019 performance and opportunities for growth. You will also use this worksheet to develop SMART goals for 2020.

What is a **SMART** goal? It is a goal that is **Specific, Measurable, Achievable, Relevant, and Time-bound**. A chart is available on page 2 to assist with developing a SMART goal. Use as many copies of this worksheet as needed to create each of your SMART goals.

**Employee Name:** Assistant Director

**Supervisor Name:**

**Today's Date:**

### Step 1: 2019 Reflection

Please list 2-3 accomplishments from your 2019 performance:

Reorganization and execution of Tailgate & Celebrate  
Designed collaborated and lead volunteer recruitment and training to increase the volunteer pipeline.  
Retained over 75% of Alumni Ambassadors from previous year.

Please list 2-3 areas of work in which you would like to improve, or skills you would like to learn:

Utilization of data and tools to create effective communications to constituents and to identify potential volunteers and leaders  
Training others to embrace necessary change relevant to today's students and young alumni

### Step 2: Departmental Goals and Strategic Plan Alignment for 2020

Working with your supervisor, determine your departmental goals/strategic plan and how you can contribute to reaching this goal.

**Department Goals:**

1. Engage alumni & stakeholders as global ambassadors and cultivate ongoing relationships to help WKU climb higher.
2. As part of the WKU experience, celebrate our alumni and their successes and achievements.
3. Secure the resources needed to create a more sustainable resource model for the Association while further inspiring alumni to invest in the future of WKU.

**My contribution to reach these three goals:**

To recruit and train Alumni Ambassadors and volunteers creating an informed global community of alumni ready and willing to represent WKU in their communities and networks.

### Step 3: Develop your SMART Goal

What is your goal in one sentence? *Don't worry, it does not have to be SMART yet; you will do that next!*

Recruit and train Alumni Ambassadors and volunteers creating an informed global community of alumni ready and willing to represent WKU in their communities and networks.

S.M.A.R.T.	Questions to help you develop your goal into a SMART Goal...
<b>Specific</b>	Does your goal clearly and specifically state what you are trying to achieve? If your goal is particularly large or lofty, try breaking it down into smaller, specific SMART goals.
	Your Turn: Retain 75% of Alumni Ambassadors and volunteers currently engaged in FY 20 and increase by 10% in FY 21.
<b>Measurable</b>	How will you (and others) know if progress is being made on achieving your goal? Can you quantify or put numbers to your outcome? How will you measure it?
	Your Turn: Quarterly reports of number of volunteers on the books, number of actively engaged volunteers and hours of service provided.
<b>Achievable</b>	What actions must you take to complete this goal? You will require the help of others? What factors may prevent you from accomplishing your goal?
	Your Turn: Recruitment communication plan for FY 21 to be executed in summer/early fall 2020. Updated training executed January, 2021. Ongoing online training availability with updates as needed based on changes at WKU. Partners: WKU Office of Admissions, WKU PAE-IMAA team, WKU Colleges
<b>Relevant</b>	Why is achieving this goal important to you and your job and/or department? What value will be achieving your goal add?
	Your Turn: My goal is relevant to the overall strategic plan because it helps WKU recruit and retain and potentially place students for internships/employment in markets where staff may not be available. Additionally, volunteerism is the first step in the philanthropy pipeline.
<b>Time-bound</b>	When will you reach your goal? <i>Again, if your goal is particularly large, try breaking it down into smaller goals with appropriate incremental deadlines.</i>
	Your Turn: Goal date - June 30, 2021 with incremental checkpoints quarterly.

#### **Step 4: Create an Action Plan**

What is the first step you must take to achieve your goal? *Feel free to create a more detailed step-by-step plan outside of this document.*

The first step to achieving my goal is to develop a volunteer communication plan including recruitment, retention and training. Identifying volunteer needs beyond those of the WKU Alumni Association would be a close second.

#### **Step 5: Determine Obstacles**

What obstacles do you anticipate as you work to reach your goal? How will you address the challenge(s) if they arise?

Remaining abreast of the ever-changing student experience and relaying that information in a timely manner to volunteers.

Schedule quarterly meetings with Admissions and other key campus partners to share relevant information. Communication templates and use of Facebook groups.

Coaching volunteers on strategies to engage students and young alumni in more meaningful, relevant ways.

Working with the Alumni Engagement Committee to create standards for student and young alumni engagement, professional development in these areas, seeking out successful peer institution strategies.

#### **Congratulations on creating a SMART goal!**

Supervisors and Employees should each retain a copy of this SMART Goal and check in together on progress, achievements, and obstacles. When you've met your goal, be sure to share your supervisor and celebrate your success!