Tips for Setting Goals for the Chapter

A good leader can create impressive change by having the vision to break out of the norm and aim for great heights, as well as have the resources and plan in place to initiate the steps necessary to get there. An essential characteristic of good leadership is to envision what can be and then manage the goals to get there. So, where do you start for your chapter?

The Chapter Member Engagement Model!

Consider these questions:

- **Recognition** – You honor members when you invite them to join, and a second time when you induct them. How else can you acknowledge and appreciate your members?
- **Member Development** – How do you support and nurture the growth of your members both personally and professionally?
- **Community** – How do you encourage a sense of belonging in your chapter, your School of Education, your institution, and your community?

Think about what your chapter is known for on campus and in your community. What do you want to repeat? How can you make these opportunities bigger, better, and different? If you’re trying to build a support network, you would want to focus on growing your chapter and including many levels of educators. For a service-oriented chapter, you could focus on building alumni partnerships and community organizations to have a multitude of project opportunities. Consider what behaviors you’d like to see within your chapter or the values your chapter would like to develop and express (i.e. a highly supportive group that helps each other or a chapter that is focused on leadership development).

What do you want to try that is new? Where do you get these ideas? Start with the passions of your officers. Check out the **Chapter Guidebook, Programming, and Member Engagement** pages for additional ideas.

Valuable things to remember:

- Collectively as officers, you can make a huge impact in the lives of your members, at your institution, and in your community. Follow your passions, use effective planning and delegation, and have a clear vision and direction for the chapter. Share this with all of your members.
- Leaders who believe in the shared chapter mission and work toward the chapter goals are an inspiration and a resource for everyone. When you lead by example, understand that programs and events will not always go as planned. Be prepared and rise to the occasion; leaders are always ready with a Plan B (or Z!)
- Review your chapter goals at the end of every semester. If you are not moving toward the goals, or your chapter members’ needs are not being met, adjust your goals to ensure you are providing programming and events that work best for your chapter.
How to Get Started with Setting Goals

1. Set big, long term goals that extend beyond your term — consider what kind of legacy do you want to leave for your chapter? What behaviors would you like to see within your chapter develop in the next few years?
   - In 5 years, the chapter will host a large and award winning Celebration of Teaching project that serves multiple schools/teachers.

2. Begin narrowing it down to what you can do this year.

3. Set up SMART (Specific, Measureable, Attainable, Relevant, Time-bound) goals for the year.
   - EXAMPLE: By April 1, the chapter will host two after school events at two different schools to give teachers supplies and an enjoyable time to provide relaxation and practical support.

4. Break down the goals into tasks and assign the tasks to individuals with set deadlines.
   - EXAMPLE:
     i. Alex will make contact with two principals and set dates with them for the events by November 15.
     ii. Jordan will organize a supply drive with members and/or the community, and a local non-profit that provides supplies to teachers by March 1.
     iii. Carey will organize food by March 10.

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