



How to Set SMART Goals

When setting goals for your Chapter, it can be helpful to use the SMART method to ensure that goals are Specific, Measurable, Attainable, Relevant and Timely. The following is a step-by-step guide for making Chapter goals SMART:

EXAMPLE

Step 1: Start with a goal

Identify a goal that you have for your Chapter. If you are working as part of a committee, be sure that your goals align with the Chapter's goals.

Induct more Initiates.

Step 2: Make it SPECIFIC

Write your goal in the present tense, including what you want to do and how you're going to do it. Be as detailed as possible.

Induct more Initiates through stronger Recruitment efforts that include increased marketing and the addition of one Invitational Meeting.

Step 3: Make it MEASURABLE

Determine how you will assess the progress toward your goal and how you will know when it has been achieved.

Induct at least 15 Initiates through stronger Recruitment efforts that include increased marketing and the addition of one Invitational Meeting.

Step 4: Make it ATTAINABLE and RELEVANT

Make sure that this is something to strive for but realistic enough that you will be able to accomplish it.

ASK:

*Is this something that we can achieve?
Is it related to the Chapter's mission?*

Step 5: Make it TIMELY

Set a deadline by which to accomplish your goal to stay motivated toward completion. Make sure that the timeframe is realistic.

Induct at least 15 Initiates by the end of the term through stronger Recruitment efforts that include increased marketing and the addition of one Invitational Meeting.