

UNIT GOALS 101

What are Unit Goals and what are their purpose?

To understand Unit Goals, let's start with Directive Goals.

Directive Goals are three-year goals established by the college's Institutional Management and Planning (IMP) Committee.

Each summer, the IMP Committee meets to review and analyze data about how effective the college is in achieving its mission. The IMP Committee uses multiple documents and sources of information to examine to what extent we are achieving the mission of the college. These documents include (but are not limited to) the following: *Information of Fulfillment of the Mission*, *Fact Book*, Career and Technical Education Performance Report, and Enrollment Reports.

Every third year, after reviewing data, the IMP Committee establishes Directive Goals that are strategic, college-wide goals on which the entire institution should focus in order to help the college better achieve its mission.

How does each department/office/division ("unit") help the college achieve its Directive Goals?
By setting Unit Goals.

Think of Unit Goals as mini Directive Goals. Unit Goals are the operational way that we achieve our bigger Directive Goals.

Another way to look at Unit Goals...

The process of setting and evaluating Unit Goals is designed to ***improve*** your unit so that the college better achieves its mission, especially by helping the college achieve its Directive Goals. This, in turn, ***improves*** the college.

How do we establish/set Unit Goals?

There is a five step process:

1. Read your unit's purpose or mission which is printed on the Unit Goals Form for your unit. (OIPA Shared Folder→Unit Goals).
2. Read the college's Directive Goals (attached).
3. Think about how your unit can help the college achieve its Directive Goals and mission within your unit's purpose.
4. Think about what needs to be improved within your unit.
5. Set your Unit Goals for 2017-2018.

Best Practices/guidelines for setting unit goals:

- Your unit goals must be measurable.

Scenario 1: You want to improve advising for transfer students in your division. (Directive Goal 2)

Bad Goal: Improve advising about transfer among the division's advisees. [NOT MEASURABLE]

Good Goal: Increase the percentage of students who report that their advisor provided a satisfactory explanation of the STARS Guide by 5%.

Good Goal: Among the division's advisees, increase the percentage of students who have a STARS Guide uploaded to AdvisorTrac by 10%.

Scenario 2: You want to increase the graduation rate in your division. (Directive Goal 1)

Bad Goal: Explain the importance of graduation better to the division's students. [NOT MEASURABLE]

Good Goal: Increase the graduation rate of students in the division by 5%.

Good Goal: Every semester, contact all of the division's advisees who have 42 hours or more to discuss graduation requirements.

- Your unit goals MUST address the Directive Goals as much as possible.
- Your unit goals do NOT have to be some weird, new thing that your unit does every year. Set some unit goals that can be pursued for two or three years. There is no reason that you need to rewrite/change your unit goals every year. Remember, the unit goals are about making improvements in the unit and in the college.
- It's okay if you have the same unit goals as the other curricular units. In fact, that would be better—it would bring consistency to the process.

Miscellaneous Points about Unit Goals:

- I actually enjoy this! So, please contact me if you have any questions. I'm happy to help you set some workable unit goals.
- Please contact me about any data that you need.

BRAD'S SUGGESTIONS FOR CURRICULAR UNIT GOALS

I strongly suggest that the curricular divisions use some form of the following unit goals. Division directors are encouraged to communicate with each other to tweak them as they see fit.

Unit Goal 1:

Increase the success rate in the division's courses by 2%.

Unit Goal 2:

Increase the graduation rate among the division's advisees by 2%. OR
Increase the number of graduates in the division from ABC to XYZ.

Unit Goal 3: Increase the number of students enrolled in the division's courses by 3%.

After these four Unit Goals, feel free to make up another goal (or more) if there is something else that you want to include (e.g., community service, licensure pass rates, employment rates, etc.).