

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 2-5 Unit Goals for 2017-2018.

Best Practices/guidelines for setting Unit Goals:

- Your Unit Goals must be measurable.
- Your Unit Goals MUST address the Directive Goals as much as possible. If you are a non-curricular unit, it may be harder to address all, if any, of the Directive Goals. In that case, make sure your unit goal is about improving your unit and the college in some way.
- 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.

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.

Examples of Non-Curricular Unit Goals

The following are examples of measurable Unit Goals that can be continued from year to year. These are just examples of wording that I made up; they are not necessarily based in reality.

Institutional Planning and Assessment

- Decrease office expenditures by 3% from fiscal year 2016.
- Increase the number of reported community service activities from ABC in AY2016-2017 to XYZ in AY2017-2018.

Human Resources

- Audit all personnel records on the AS/400 for accuracy and continue to audit the records of 100% of all new hires.

Development

- Increase the amount of money raised by the Christmas Gala from ABC in 2016 to XYZ in 2017.
- Increase the number of donors to the Foundation from ABC in 2016 to XYZ in 2017.

Admissions

- Decrease the number of students who fail to attend NACC after completing an admission application by 5%.

Adult Education

- Increase the number of GED completers who enter postsecondary education from ABC in AY2016-2017 to XYZ in AY2017-2018.

Financial Aid

- Decrease the number of students who lose financial aid after financial aid probation by 10%.

High School Relations and Recruiting

- Increase the percentage of recent high school graduates who enroll in NACC from local high schools by 3%.

Technology Learning Center

- Increase the number of students who attend Canvas orientation by ABC%.

College and Career Planning

- Increase the number of students who attend individual or group STARS Guide sessions from ABC in AY2016-2017 to XYZ in AY2017-2018.