**Goal Setting FORM**

**For Evaluation Period:** \_\_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- |
| **Employee:** | Cindy Morris | **Position Title:** | Admissions Counsellor | **Last Updated:** |  |
| **Manager/Supervisor:** | Reynela Gilkes-Alvarez | **Division/Dept:** | Student Affairs/ Admissions |  |  |

***Instructions:***

The COSTAATT Goal Setting document is a tool that accompanies the ‘Performance Review and Plan’ Document and is designed to:

· Ensure that you have input into the development of your upcoming review.

· Facilitate communication, discussion, and exchange of ideas between employees and their managers.

· Create alignment between employee and College goals and to assist individual growth and development.

Before setting goals, the employee and manager should first review the “About Setting Performance goals” information located on the last page of this form.

This information will help employees and managers prepare and develop effectively written goals that can be recorded and tracked using this worksheet.

This worksheet must be attached to the Annual Performance Evaluation or the Mid-Year Check-In Form.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Strategic Goal and Objective** | **Goal Description**  **Describe the goal activity** | **Performance Standards** | | **Goal Weight** | | **Intended Results or Outcomes***who? what?, when? where? why?* | **Measureable**  *How will I know when it is accomplished?* | **Completion Timeline**  *Completed/ milestones achieved by end of Performance period* | **Resources Identified**  What resources are required to achieve your goal?  People, Physical, Financial | **Relevant**  *How does this goal help you to meet your overall objective?* | **Possible Roadblocks** |
| 13.1-13.6  Increase student enrolment by at least 100% in AY 2027-2028 | Achieve a 70% application conversion rate from prospective students by the end of the academic year | 4 - Target achieved (70%)  3 - significant progress towards achievement (69%- 60%)  2 - some progress (59-50%)  1 - limited or no progress (under 50%) | | 25% | | **Increased enrollment numbers** | 70% of prospective students who submit an application register | **The end of each academic year by August 2025** | Support staff  Marketing outreach  **(do we need to state the obvious or is it understood? E.g. technology- laptops/ desktops)** | **Conversion rate will directly impact registration yield** | Limited student engagement  External Economic Factors – family income levels |
|  |  |  | |  | |  |  |  |  |  |  |
|  |  | |  | | **SMART GOAL SUMMARY**: | | | | | | |
|  | **Goal Description** |  | |  | | **Intended Results or Outcomes***who? what?, when? where? why?* | **Measureable**  *How will I know when it is accomplished?* | **Completion Timeline**  *Completed/ milestones achieved by end of Performance period* | **Resources Identified**  What resources are required to achieve your goal? | **Relevant**  *How does this goal help you to meet your overall objective?* | **Possible Roadblocks** |
|  | Increase application to registration yield by 5 % points annually | 4 - Target achieved (5%)  3 - significant progress towards achievement (3-4%)  2 - some progress (2%)  1 - limited or no progress (1%) | | **25%** | | **Increased satisfaction thereby leading to increased enrollment numbers** | Registered to application yield increased by 5% | **The end of each academic year by August 2025** | **Support from Marketing-Recruiting activities and materials**  **Work study- Student mbassadors/ OJT support or additional staff** | **Registration yield will directly impact enrollment numbers** | **Support/Communication from the Academic Department**  **Admissions policy changes** |
|  |  | |  | | **SMART GOAL SUMMARY**: | | | | | | |
|  | Respond to 95% of student inquiries within 24 hour period during each month of the recruitment cycle. | **5 – 95% of inquiries received respond within set timeframe**  **4 – 85% of inquires responded within set timeframe**  **3 – 75% of inquires responded within set timeframe**  **2- 65% inquires responded within set timeframe**  **1- under 65% inquires responded within set timeframe** | | **25%** | | **Increase enrollment due to increase responsiveness to queries- improved service** | **95% of inquires receive responses within 24 hour timeframe** | **Achieved by the end of the performance period** | **Work study/ OJT support or additional staff** | **Improved satisfaction levels from prospective students and applicants re responsiveness to queries** | **Peaks time spikes could impact the response times** |
|  |  | |  | | **SMART GOAL SUMMARY**: | | | | | | |
|  | Achieve 30 meaningful interactions per week with prospective students, including emails, calls, or virtual meetings, over the next 12 weeks | **5 – 30 meaningful interactions achieved each week within set timeframe**  **4 – 25 meaningful interactions achieved each week with set timeframe**  **3 – 75% of inquires responded within set timeframe**  **2- 65% inquires responded within set timeframe**  **1- under 65% inquires responded within set timeframe** | | **25%** | | **Increased enrollment numbers** | **30 meaningful interactions achieved per week** | **Achieved by the end of November 2024** | **Database- Applicant follow up** | **Increased application numbers leading to increased enrollment** | **Lack of sufficient data in database** |
|  |  | |  | | **SMART GOAL SUMMARY**: | | | | | | |

**ABOUT SETTING GOALS**

“SMART” - Definitions

The goal setting process should be one which incorporates the principles of S.M.A.R.T - Specific, Measurable, Achievable, Realistic and Timely.

**SMART Goals are Specific**

Specific means the objectives detail exactly what needs to be accomplished. For example, “Improve student satisfaction” is too general for a goal statement because it does not provide any specific information about what is to be accomplished. “Resolve student complaints in a timely fashion...” is more specific because it narrows the scope of the desired outcome.

**SMART Goals are Measurable**

Measurable goals are quantifiable. A measurable goal provides a standard for comparison, the means to an end, a specific result; it is limiting. Each goal must be measurable - it must have a method of comparison that indicates when the goal is reached.

For example, “Resolve student complaints” is a specific statement, but to be measurable, it needs the addition of “in a timely basis.”

**SMART Goals are Achievable**

Achievable means that the goal statement is achievable given other objectives and responsibilities of the employee. If a goal or objective is not achievable, given the employee’s current skills, then a goal should also identify the conditions needed by the employee to accomplish the goal. For example, the employee may require additional training from the organization to be able to resolve student conflicts and complaints.

**SMART Goals are Realistic**

Realistic goals are practical, achievable and possible. Goals must motivate people to improve and to reach for attainable ends. For a goal to be motivational, the goal-seeker must feel that the goal can be achieved. For example, “Resolve student complaints in a timely fashion” is possible and achievable (realistic) only if complaints are submitted every day. It is not and as such, this goal will not be realistic and should be amended to read “Once received, resolve student complaints in a timely fashion.”

**SMART Goals are Timely**

Timely means scheduled or with a deadline. Time constraints encourage action to get activities completed. Deadlines encourage activity. For example, “Resolve student complaints within two days of receipt” expresses a deadline.