

Setting Your Student Group Direction

Values, Vision, Goals, and Objectives

A student organization at Washington University is primarily a group of students who voluntarily come together to achieve common goals, meet common needs, and address common interests and issues.

Three Keys to Sustaining Success

- A Reputation for Value—A portfolio of good stuff
- An Enjoyable Culture—based on trust and high communication
- A Nimble Infrastructure—which allows the organization to quickly seize opportunities to create value

Describe how your group achieves (or could work on achieving) success in these three areas with regard to your members:

Core Values

- The essential and enduring tenets of an organization
- A set of timeless guiding principles
- They have intrinsic value and importance to those inside the organization

List three to five values held by your group:

- 1)
- 2)
- 3)
- 4)
- 5)

Vision

- Should be so clear and compelling that it requires little or no explanation
- Should fall well outside the comfort zone—doable but with heroic effort and much luck
- Should be so bold and exciting it would continue to stimulate progress even if present leadership has disappeared

Describe the vision for your group:

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Mission

- What you must do to move toward your vision
- Something people can remember
- Something to guide behavior and action

Describe the mission of your group (and/or your entity within the group) in 15-30 words or less:

Goals

- Statements or directions to guide major actions to move toward your mission
- A choice among alternatives; what exactly is going to occur
- Action steps

Objectives

- Describes a specific behavior and timeframe
- How the goal is going to be implemented
- Statement describing the process by which a goal should be obtained

List three goals and the corresponding objectives:

1) Goal:

Objective:

2) Goal

Objective

3) Goal

Objective