**UNIT:**

**Mission Statement:** The mission statement is a brief, concise description of a) What your unit does (e.g., the overall purpose of your unit and how it supports the College’s mission), b) how you do it (e.g., the functions you perform or services you provide) , and c) who you do it with (e.g., if you are student, staff, or faculty facing; if you collaborate with other offices, etc.).

**Goals and Objectives:**

Use the table below to define your unit’s **goals** and **objectives**. Each unit should have **3-5 goals**, and each goal should have **at least one objective**. n the Key Strategies/Activities/Timeline column you can provide more information about how you will go about meeting your objectives, and in the Measurables/Evidence column you can brainstorm possible data that may be available to help you evaluate how well you have met your goal or objective that year.

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| --- | --- | --- | --- |
| Unit/Program Goal | 2022-23 Objective | Key Strategies/Activities/Timeline for Achieving Objective  (One objective may have multiple strategies or activities) | Measurables/Evidence  (What will be evaluated to know if you are successful? What is the target?) |
| These are overarching goals that define the overall purpose of your unit – similar to what you state in the mission statement. | These are annual objectives that explain what you will focus on this year to help meet your goals this year.  Ideally, these objectives will describe a project or initiative you will enact this year to improve on previous years, but in some cases will simply be to continue to monitor and enhance an existing process or service | Here you can break down your objective into smaller components, if need be, and strategize how exactly you will accomplish your objective this year. | Here you describe how you will track your performance on the objective for this year – or, on your overall goal, if more appropriate.  (If you have external metrics that you report on – e.g., a certain retention rate, enrollment targets, or engagement levels), you would report on that here) |
| *e.g., To provide data in a timely and accurate manner* | *e.g., Improve tracking of incoming data requests* | *e.g.,*  *1a. Refine tracking sheet and train Office Assistant to field requests and complete tracking sheet*  *1b. Meet weekly as a team to discuss progress on open data requests and provide updates* | *e.g.,*  *1. Time to meet data requests*  *2. Number of data requests managed in a particular time period*  *3. Outcomes of data requests –filled, forwarded to other office, ongoing, stalled, etc.* |
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## Assessment Plan:

Each year, each unit should select one of their goals and develop a plan to evaluate their progress toward meeting this goal.

**Goal to be assessed in 2022-23:**

**How the goal will be assessed:**

Provide a brief description of how you will assess the goal this year. Some methods of assessment may include:

* Conducting a survey or focus group
* Tracking grades/retention/graduation/enrollment of students who interact with your area
* Tracking web traffic
* Conducting a SWOT analysis within your team to gather perspectives