WKU | *Department of* **Human Resources**

2019 SMART Goals and Reflection Worksheet

Use this worksheet to reflect on 2019 performance and opportunities for growth. You will also use this worksheet to develop SMART goals for 2020.

What is a **SMART** goal? It is a goal that is **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound. A chart is available on page 2 to assist with developing a SMART goal. Use as many copies of this worksheet as needed to create each of your SMART goals.

Employee Name: Office Associate

Supervisor Name:

Today's Date:

Step 1: 2019 Reflection

Please list 2-3 accomplishments from your 2019 performance:

1. Finishing the testing transition from the Counseling Center to DELO.
2. Managing multiple updates with Titanium.
3. Continued to support and contribute to a positive and encouraging customer service approach.

Please list 2-3 areas of work in which you would like to improve, or skills you would like to learn:

1. Improving my social media skills, knowledge, and utilization.
2. Continuing to find ways to support students at check in/front desk.
3. Collaborating with other units at WKU

Step 2: Departmental Goals and Strategic Plan Alignment for 2020

Working with your supervisor, determine your departmental goals/strategic plan and how you can contribute to

1. Develop a campaign (with common theme) for outreach while utilizing social media platforms.
2. Continue movement toward a client menu/stepped care model for the CC.
3. Offer/increase general outreach to provide information on mental health, mental health issues, and how counseling can be helpful.

reaching this goal:

Step 3: Develop your SMART Goal

What is your goal in one sentence? *Don't worry, it does not have to be SMART yet; you will do that next!*

Develop a campaign (with common theme) for outreach while utilizing social media platforms.

S.M.A.R.T.	Questions to help you develop your goal into a SMART Goal…
Specific	Does your goal clearly and specifically state what you are trying to achieve? If your goal is particularly large or lofty, try breaking it down into smaller, specific SMART goals.
	Your Turn: Establish a monthly/weekly "theme" for social media outlets.
Measurable	How will you (and others) know if progress is being made on achieving your goal? Can you quantify or put numbers to your outcome? How will you measure it?
	Your Turn: Document the # and types of social media posts each week/month; including usage (based on analytics with each platform).
Achievable	What actions must you take to complete this goal? You will require the help of others? What factors may prevent you from accomplishing your goal?
	Your Turn: Create a written timeline for Spring 2020 (weekly/monthly) utilizing a calendar.
Relevant	Why is achieving this goal important to you and your job and/or department? What value will be achieving your goal add?
	Your Turn: Social media continues to be an important mechanism for reaching out to and communicating to students, faculty, staff, community. Increasing our utilization of various platforms will only increase visibility of our programs and services.
Time-bound	When will you reach your goal? Again, if your goal is particularly large, try breaking it down into smaller goals with appropriate incremental deadlines.
	Your Turn: The goal will be to outline a plan for Spring 2020 semester. Mid-spring term, we will determine a plan for Summer 2020. In Summer 2020, we will determine a plan for Fall 2020.

Step 4: Create an Action Plan

What is the first step you must take to achieve your goal? *Feel free to create a more detailed step-by-step plan outside of this document.*

> Create a calendar for tracking posts.

Step 5: Determine Obstacles

What obstacles do you anticipate as you work to reach your goal? How will you address the challenge(s) if they arise?

> Determining content for our social media posts. I will address this by getting feedback from others in our department to see what questions they often receive that may be helpful to address in Social Media.

Congratulations on creating a SMART goal!

Supervisors and Employees should each retain a copy of this SMART Goal and check in together on progress, achievements, and obstacles. When you've met your goal, be sure to share your supervisor and celebrate your success!