A Helpful Way to Articulate a Unit’s Goal and Activity

Below is a way to approach a unit’s goal and activity.

1. **Actor**
   The actor of the goal is the person, office, or unit that will work to accomplish the goal/activity.
   
   *Actors in your unit:__________________________________________________________*

2. **Focus**
   The focus of the goal/activity is the target affected by the unit’s goal/activity. The focus will generally be the individuals such as students, faculty, or staff or a place, a physical object, a situation, or an event.
   
   *Focuses in your unit:_________________________________________________________

3. **Outcome**
   The outcome (or change) of the goal/activity is the final product or result your unit wants to accomplish.
   
   *Outcomes in your unit:______________________________________________________

4. **Conditions**
   Conditions are circumstances that help you determine whether your goal/activity has been accomplished. Ask yourselves, what is the time frame in which you want to accomplish your goal/activity? By how much do you want to improve your goal/activity? The following two considerations may be helpful.
   
   - **Time**
     Indicate the time frame in which your goal/activity will be accomplished. When will you implement your goal/activity? When will you see the results? What is a realistic time frame in which you will see results?
     
     *Examples are: by Fall 2005, by the end of 05/06 academic year, etc.*

   - **Degree**
     What is a realistic amount of change?
     
     *Examples are: increase by 2.5%, install 50 more components, etc.*

   *Conditions in your unit:_____________________________________________________

**Example of Goals**

**Goal:** The Political Science Department, will implement, the use of online supplemental instruction by the end of the academic year 2012-2013.

**Example of Activity**

**Activity:** By the end of Fall 2012, the Political Science Department will develop online research assignments.