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Arnold J. Bateman

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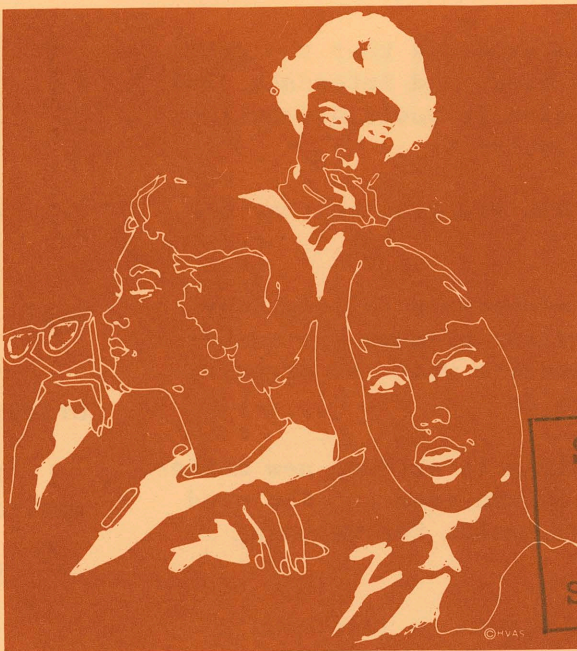
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EC 723

Organizational Objectives

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Organizational Objectives

Arnold J. Bateman

Extension rural development specialist

Each person in your voluntary group joined for about the same reason: He or she felt a need for action that was too big to take on as an individual.

These people expected that the group would meet those needs and interests, and that united individuals would accomplish what one person couldn't.

Has your group lived up to that expectation?

Or is your membership falling away and support dwindling because the members don't clearly perceive what the organization is trying to do?

Are you failing to attract new members because the people you need and who need you don't see any reason for becoming involved?

Give them a reason to join. Rejuvenate your present members. Prepare written statements outlining your group's objectives and goals.

Of course, you'll want the participation of as many of your members as possible in formulating these statements.

Groups which have specific objectives and goals that are clearly understood and favorably accepted by the membership are groups which are successful in maintaining active participation by members. Research has shown that.

In turn, members are more satisfied because their individual needs and concerns are being met.

Objective

An objective is a long-range, broad statement of direction.

The following four points are helpful in developing well stated objectives:

1. Do they record the direction the organization should take?
2. Do they allow appraisal of the results contributed by each unit or person?
3. Do they contribute to a successful overall organizational performance?
4. Do they indicate the philosophy and desired image of the organization?

Goal

Goals are short-range, specific, time oriented bench marks.

The following guidelines should be applied:

1. A goal must be conceivable, that is, capable of being put into words.
2. It must be believable to the person or people setting it.
3. It must be achievable within the limits of resources available.
4. It must be controllable.
5. It must be measurable in time and accomplishment.
6. It must be desirable.
7. It must be stated with no alternatives (no "either-or" statements).
8. It must be growth facilitating to self and/or others.

There is no single best way to set objectives and goals.

One simple process is to ask all the members to write on a sheet of paper what they would like to see the group accomplish

during the coming year, and then compare the responses.

Another approach is a membership survey. Use a blackboard or easel to list the objectives and goals as they are developed.

Whether you use a simple or more sophisticated method for establishing your objectives and goals is not important. However, involving the members in the process is vital. Research shows that people work hardest at those objectives and goals they help set for themselves.

Once the group has adopted objectives and goals, see that each member has a copy. Review the work program with the group every few months and report on the progress that has been made and what remains to be done. Keeping the objectives and goals constantly before the group will prevent distraction by other, less useful activities.

When a meeting or activity is planned, there should be a direct correlation between the purpose of the meeting and objectives and goals of the organization. When this approach is used, meetings and activities serve as a vehicle for achieving the group purpose.

Here is an example of objectives, goals, and meeting purposes:

Example: Tri-City Agricultural Chamber organization.

Objectives:

1. To strengthen public relations between urban and rural people in the two-county trade area.
2. To help Tri-City businessmen become more aware of the economic impact of farms, ranches, and agricultural production firms on their own businesses and their community.

Annual goals (one year)

For objective number 1.

1. An economic impact study of the two-county area will be conducted and the information distributed.

For objective number 2.

1. Tri-City businessmen will be invited to participate in a tour of six farms and ranches.
2. A special appreciation day will be sponsored by Tri-City businessmen for all rural people in the two-county trade area.

Some suggested meeting purposes that would relate to the long-range objectives and annual goals for the agriculture chamber committee are:

1. Develop guidelines and appoint a committee for the economic impact study.
2. Identify support among businessmen for participating in the agricultural tour of farms and ranches in April.
3. Identify types of committees needed for the agricultural appreciation day and appoint chairman of each committee.

Accomplishments of the group need to be evaluated in an open, objective manner. Do this by encouraging members to be honest in stating their feelings when assessing group activities and their impact. If you feel members are not adequately supporting the organization with their involvement, find out why. You may find out the organization is not offering what the member had anticipated.

Objectives and goals need to be updated annually or even more frequently, depending on the organization. When a group's objectives are not kept current with the changing needs and interests of its members, their involvement in the organization declines; they drop out or become apathetic.

When an objective and goal setting process is effectively used by the officers and members of the organization, it can

provide an interesting and motivating experience. Effective goal setting will also save time, money, and provide a workable structure for greater group accomplishments.

can be used for writing down organizational objectives, goals, and meeting purpose.

To assist you in organizing and preparing for meetings, the following worksheet

If you need assistance with your group, contact your local county Extension office and get help there or from one of the Extension community development specialists.

Worksheet

Please fill in each of the area.

Organizational Objectives:

Goals for Current Year:

Meeting Purpose:

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Leadership Series

- EC 723, Organizational objectives
- EC 724, Planning and holding productive meetings
- EC 725, Effective use of committees
- EC 726, Decision making and problem solving
- EC 727, Motivation in voluntary organizations
- EC 728, Communications

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