

← Setting Your Student Group Direction →

Values, Vision, Goals, and Objectives

Office of Student Activities ♦ getinvolved.wustl.edu



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

Success

Describe how your group achieves (or could work on achieving) 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

Core Values

List three to five values held by your group

1)

2)

3)

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

Vision

Describe the vision for your group

← Setting Your Student Group Direction (Pg. 2) →

Values, Vision, Goals, and Objectives

Office of Student Activities ♦ getinvolved.wustl.edu



Mission

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

Mission

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

1. Describes a specific behavior and timeframe.
2. How it (the goal) is going to be implemented.
3. Statement describing the process by which a goal should be obtained.

GOAL:

OBJECTIVE:

GOAL:

OBJECTIVE:

GOAL:

OBJECTIVE: