

## **GOALS AND OBJECTIVES**

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### **Advantages of Goal Setting**

#### **BE AWARE OF NEIGHBORHOOD NEEDS**

Goal setting for your organization will bring the needs of your neighborhood into focus.

#### **COMPLETE PROJECTS**

By setting time limits for when you want to finish a project, your organization can anticipate how much work is ahead and set its schedule accordingly.

#### **INCREASE AND MAINTAIN ASSOCIATION ACTIVITY**

Goal setting keeps members enthused and motivated. If your association has set a target date to complete a project, the members' energy level will increase as that target date draws nearer. If your association has set goals, there will be plenty of projects to work on. If members are not busy, then it's time for them to work to accomplish existing goals or set new ones.

#### **NEIGHBORHOOD OWNERSHIP OF PROJECTS**

By building consensus for neighborhood goals you build ownership of those goals by neighborhood residents. Residents that feel that they are part of the process are more likely to provide resources and volunteer time to achieve those goals.

#### **LEADERSHIP ROLE IS MADE EASIER AND MORE PRODUCTIVE**

By determining what the most important issues/concerns are in your neighborhood it will assist the leadership of the neighborhood and the committee chairs to determine guest speakers, meeting agendas and where the resources of your organization should be concentrated.

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## Neighborhood Association Goals and Objectives

Your association needs clear direction. In order to chart that direction, it is important to determine the social and physical needs of the neighborhood. Schedule a meeting to ask the following questions of your members to help your association set realistic long-term and short-term goals.

### ∪ General Objective

- What would we like to accomplish over the next two to five years?

### ∪ Social Objective

- Do the residents in our neighborhood know one another? Would they like to?
- Are the residents in our neighborhood unified? Do they want to be?

### ∪ Physical Improvements

- Is there anything in our neighborhood that needs to be improved?
- What are the positive and negative characteristics of our neighborhood?
- What do we want to preserve and enhance in our neighborhood?
- What is the general appearance of the homes and/or businesses in our neighborhood?
- Have we seen any recent improvements or deterioration?

### ∪ Safety

- Do we have a neighborhood watch in our neighborhood?
- What can we do to help make our neighborhood a safer place for our families to live?

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### **Building Consensus and Prioritizing Goals**

It is important to understand what issues and concerns are shared by the majority of the neighborhood residents and to set goals for dealing with those priority issues and concerns. A simple way to help discover priority issues and concerns is to have a brainstorming session. In this session, neighborhood residents are asked to voice their opinions on the issues and concerns that are important to them. All issues or concerns are written on a large board or pad of paper for everyone to see. At this point the validity of each comment is not debated, all comments are written down. Two lists should be created: one of items that neighborhood residents like about their neighborhood and want to preserve, and a second list of items that need to be fixed or improved. As part of this process make sure that everyone is contributing. It may be necessary to seek out the opinions of those residents that are not as willing to speak out at a public meeting.

After the lists are created and everyone has had ample time to contribute, provide everyone at the meeting with three colored dots ( $\frac{3}{4}$ " colored dots are available in many office supply stores). Instruct everyone to place a dot by the three issues/concerns that they feel are most important. As people place their dots on issues/concerns some issues will receive many more than others. These are the priority issues that most residents feel are important to work on. Review the results and solicit discussion on how to resolve the priority issues. Set goals and determine an action plan to resolve or minimize the impact of the negative issues/concerns. Set goals and determine an action plan to enhance or preserve the items that residents like about the neighborhood.

By determining priority issues/concern in this manner you are including all neighborhood residents that want to participate in the process. Residents that participate in this process are more likely to buy into contributing actively achieving the goals set by the organization.