



Boardsmanship Briefs



FIRST AIDS for First-Year School Board Members

Key Concepts

- Setting goals is a board leadership function.
- District goals are statements of purpose and direction.
- Objectives are the administration's action plan developed to achieve the board's goals
- Teamwork – the board and staff must work together if the goals are to be developed.
- Board's role is to monitor the achievement of goals.

Goal Setting

What do new board members want to know?

Q: Why should the board set goals?

A: Goals provide direction—for the board and the staff. Goals provide a measure of evaluation and accountability.

Q: How often should a board do district goal setting?

A: Boards should review goals annually. Goals may remain the same, but often objectives will change.

Q: How many district goals should the board set?

A: Three to four priority goals to be achieved in a 1- to 3-year period.

Q: How do we set goal priorities?

A: The board sets priorities by deciding which goals will get the most time, attention and money. Try to avoid funding issues until after you set priorities.

Q: What are objectives?

A: Objectives are the planned activities which must be successfully completed in order to achieve a given goal. Objectives are developed by the administrative staff and

reported to the board on a planned basis.

Q: Is there a process for setting goals?

A: Generally, there are three major phases for setting goals:

1. **Assessing:** Where are we now?
2. **Projecting:** Where do we want to be and when?
3. **Implementing:** Developing and implementing the objectives to achieve the goals.

Q: Is it important to get community input before setting goals?

A: It is desirable to have community input prior to the board setting goals. The community's ideas are advisory only. However, it may be more important to know your community. For veteran board members—communities change. For new board members—they may only know a small segment of the community. Do your research and listen to your public.