

Creating Your S.M.A.R.T Goals

Using your understanding of S.M.A.R.T. goals, you'll want to identify both your personal and your team goals for the upcoming program year. Below are some starting places.

Membership Goals

One of the most important parts of FBLA is working to increase membership. You can do this by increasing the number of chapters and/or the number of members in each chapter.

When focusing on membership goals, remember that retention (or keeping existing members and chapters) is just as important as recruiting new members and chapters.

Participation Goals

Consider setting goals for participation in FBLA programs. If applicable, look at last year's participation statistics and determine realistic goals to increase participation this year.

Consider also creating goals for participation in individual achievement awards, chapter awards, and competitive events.

When setting goals for individual awards, begin by setting a goal for each officer to complete at least one level.

Communication Goals

Think about how your officer team communicates.

- Are you reaching members with important updates and news?
- If applicable, what methods of communication have worked best in the past?
- How can the officer team work to increase the effectiveness of communication?

Consider ideas and methods to best reach your intended audience.