# JMU-STAR - Objective Template

## **Objective Fields**

The fields of the objective are:

**1 Objective Name**

**Short Description:** Use division/college/department abbreviations. (CAL-Eng-….)

**Long Description:** Clearly and concisely describe the objective.

Specifically state a reason why it is important, who benefits from completion of the objective, and fully describe an outcome, product, deliverable, or result to be achieved.

NOTE: Include learning/use of results from the prior year either in this field or in “Steps to meet objective” field.

**LINK to the JMU Strategic Plan and unit annual report**

Select a Core Quality and university goal(s) from the 2020-26 Strategic Plan that this objective promotes.

There is an unpublished Core Quality—12: Other endeavors in support of the university’s mission. Use this one only if the objective does not fit into any of the other Core Qualities.

Also link the objective to the unit’s annual report.

**2 Steps to meet the objective**

Fully describe the key steps to reach the objective.

All key steps:

* Are fully described with specific enough detail to be measurable.
* State a specific timeframe for completion.

**3 Support for this objective**

Indicate if this objective will need support from Information Technology, Libraries, Communication & Marketing, University Advancement, Facilities Management or other university office. Enter the name of the supporting office in the text box.

**4 Level for Publication**

The progress on the strategic plan will be published for university review, which will be available to only those individuals with a JMU email address (@jmu.edu). We recommend transparency to accurately track progress on the plan.

Public\_\_\_\_\_\_\_\_\_\_\_

Private\_\_\_\_\_\_\_\_\_\_\_

**5 Evaluation methods**

Provide detail of the methods that will be used to measure if the objective is met or not.

**6 Budget initiative**

Did or will you submit a budget initiative for this objective? Budget Initiatives require JMU-STAR objective and Strategic Plan information.

Yes\_\_\_\_\_\_

No\_\_\_\_\_\_

**The next two fields are completed at the end of the academic year as part of year-end reporting.**

**7 Objective accomplishments**

Describe the extent to which each of the specific activities outlined in 2 *Steps to Reach the Objective* have been achieved and the changes that occurred.

**8 Use of results**

Reflect on how well the objective was accomplished during this year. Describe how the evaluation results will be used to bring about future improvement or change. Provide details of what will be changed in the next cycle to further enhance the results of this objective. Use this information in the “objective description” or “steps to meet the objective” fields in the next cycle.

**Example- focus on improvement:**  
The (*unit, office, department, program*)   
will (*enhance, enrich, further, advance*)   
the (*time, cost, quality, quantity*)   
of (*function, program, activity*).