CREATE OBJECTIVES

At the beginning of the planning year or during Fall semester, you should use the JMU-STAR tool to create objectives for the upcoming year. Any objective is appropriate for tracking in the planning tool, not just new or innovative ones. The JMU-STAR tool is the vehicle for reporting and tracking objectives so that they are seen and reviewed by university administration.

Effective communication is critical for our planning process to work optimally. Please talk to those you lead about their objectives; both the ones being worked on in the current year and the ones being planned for next year. Ask questions of your supervisor to learn their planning priorities. The plan hinges on the quality of the objectives being executed and their alignment with university goals and core qualities.

> **NOTE**: If you are <u>continuing an objective</u> from a previous planning cycle, see instructions to Copy an Objective. Copying objectives should be done before creating new objectives, otherwise the new objective will be overwritten by the copy process. If you are only <u>creating new objectives</u>, continue with the instructions in this section.

For each objective, enter information for sections 1 (**Objective Name and Link to Plans**) through 1.4 (**Budget Initiative**).
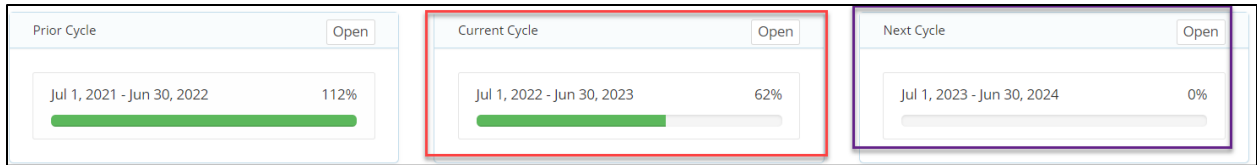
1 Objective Name and Link to Plans

1.1 Steps to meet the objective

1.2 Support for Objective

1.3 Evaluation methods

1.4 Budget Initiative

1.5 Mid-Year Update (optional)

1.6 Objective accomplishments

1.7 Use of results

The other fields (**Objective Accomplishments** and **Use of Results**) are not required to be completed until the end of the academic year. However, you can fill in information as it becomes available.

1. Log in to the JMU-STAR tool.
2. From the Welcome Page, click on **Programs**.

JAMES MADISON UNIVERSITY.

Home   Plans   Programs   ⏻ Logout

3. Click on your program/unit name.
4. Choose the planning cycle you're working on.
    a. There are three cycles visible: Past Cycle, Current Cycle, Next Cycle.
    b. Planning cycles align with the university's academic and fiscal year (July 1 – June 30).

Prior Cycle	Open	Current Cycle	Open	Next Cycle	Open
Jul 1, 2021 - Jun 30, 2022	112%	Jul 1, 2022 - Jun 30, 2023	62%	Jul 1, 2023 - Jun 30, 2024	0%

Note: The following steps are re-numbered to align with the objective numbering in the JMU-STAR tool:

1 Objective Name and Link to Plans

Several things happen in this first box of the objective:

- Name the objective: Objective Name - short and long description
- Link the objective to the JMU Strategic Plan, your Division Strategic Plan (if applicable), and your Annual Report
- Add a new objective field set

Name the objective: Objective Name – short and long description

1. Click on the first field (**Objective Name and Link to Plans**) to expand it.

> **1 Objective Name and Link to Plans**   Incomplete
> NAME OBJECTIVE: Enter the short name and the objective description.
> LINK TO PLANS: Link to Core Quality, Annual Report and College or Division Strategic Plans
> *ADD ANOTHER OBJECTIVE: Click "Add new" to add an additional field set below.
> *Click "Edit" and check "Complete" after entering all information.
> Detailed instructions
>   [Add new] [Edit] [Copy] [Link] 🗩

2. Brief instructions are located in the opened box. Click on the **Detailed Instructions** link for complete information about entering the objective. A PDF will open in a new window.

> **Fields and Responses**
>
> 1 Objective Name and Link to Plans
> NAME OBJECTIVE: Enter the short name and the objective description.
> LINK TO PLANS: Link to Core Quality, Annual Report and College or Division Strategic Plans
> *ADD ANOTHER OBJECTIVE: Click "Add new" to add an additional field set below.
> *Click "Edit" and check "Complete" after entering all information.
> Detailed instructions

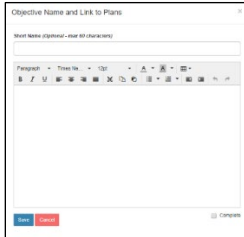3. Click **Edit**. A box will open in the current window.

> [Add new] [Edit] [Copy] [Link] 🗩

We recommend that you develop your plan and objectives outside of the JMU-STAR Tool. You can then use copy and paste to enter your objective information.

4. Enter the **Short Name** for the objective in the box at the top. Use division/college/department abbreviations before giving a short descriptive title to the objective—this short name is used on

the Budget Initiative form. For example, OP_OIR- Enrollment projections; AA_CAL_WRTC-Resources. (There is a maximum character count of 60 for this field.)

5. Enter the long description for the objective in the large text space. Clearly and concisely describe the objective. Include criteria and make sure the objective specifically states a reason why it is important AND fully describes an outcome, product, deliverable, or result to be achieved.

NOTE: Include learning/use of results from the prior year's objective here or in the "Steps to meet objective" field.

6. Check the box to mark this as complete.
7. Click **Save** after entering the information.

LINK THE OBJECTIVE

You will link each objective to at least two items.

Link Objective to Annual Report

You must link your objectives to your Annual Report Plan in order to include them in your report at the end of the year.

1. For each objective, click on **Objective Name and Link to Plans** to open.
2. Click **Link**.

3. Click **Plans**.

4. Click on the drop-down menu and choose the Annual Report for your division.

5. Check the box next to your unit. (This will include the objective in your annual report.) The list is organized by AVP/Dean level. Follow guidelines from your AVP/Dean for instructions about linking to their annual report. Choose your AVP/Dean from the list to link to their annual report.

6. Scroll to the bottom and click **Save**.

NOTE: VPs, AVPs, Deans and Department Heads—be sure to include in your annual report the activities and accomplishments of units that report to you that do not create objectives or annual reports in JMU-STAR. (Check the organizational chart for these areas that include Centers, Clinics, and Institutes.)

Link Objective to JMU Strategic Plan
A single objective can be linked to several university goals in the strategic plan.

1.   For each objective, click on **Objective Name and Link to Plans** to open.
2.   Click **Link**.

3.   Click **Plans**.

4.   Click the drop down to select a plan.

5.   Select JMU Strategic Plan 2020-2026.

6.   Select all university goals that this objective supports. A detailed list of the Core Qualities and Goals can be viewed at https://www.jmu.edu/jmuplans/core-qualities-goals.shtml
        a.   There is an unpublished *Core Quality 12: Other endeavors in support of the university's mission*. Use this core quality <u>only if</u> the objective does not fit into any of the other core qualities.

❷ Select an available goal or section in the target plan

☐ 1A-national university Goal 1A-national university
We will be recognized as a *national university* known for outstanding and innovative programs and services.

☐ 1B-carnegie doctoral Goal 1B-Carnegie Doctoral Classification
The university will achieve and maintain status as a Carnegie Doctoral University in order to advance research, the quality of the undergraduate experience, the effectiveness of the graduate school and the pursuit of national prominence.

☐ 1C-employment opportunities Goal 1C-employment opportunities nationally and internationally
Our students will have access to employment opportunities nationally and internationally.

7.   Scroll to the bottom and click **Save**.

Link Objective to Division Strategic Plan
If your division has a strategic plan, follow your VP's guidelines for linking to your division's strategic plan.

7.   For each objective, click on **Objective Name and Link to Plans** to open.
8.   Click **Link**.

9.   Click **Plans**.

10.   Click the drop down to select a plan.

11.   Select your division's strategic plan.

1. **Select the plan you want to link to**

Strategic Plan: Academic Affairs 23

- Academic Affairs Annual Report
- Access - Enrollment Mgt Annual Rpt
- Admin and Finance Annual Rpt
- JMU Strategic Plan 2020-2026
- JMU Strategic Priority 4
- President's Division Annual Report
- Strategic Plan: Academic Affairs 22
- **Strategic Plan: Academic Affairs 23**
- Student Affairs Annual Report
- University Advancement Annual Rpt

12.   Scroll to the bottom and click **Save**.

The Plan link icon shows the number of plans linked to this first objective. Click on it to see the linkage information.

1.1 Steps to meet the objective

Describe the actions to be taken for the objective to be met. (You can attach supporting documents if appropriate.) Include "Use of Results" from the prior year if appropriate.

1. Click on the **Steps to meet the objective** field. Brief instructions are located in the opened box.

2. Click **Edit**.
3. Enter in the large text area the steps the unit will take to achieve the objective.
   It is not necessary to enter information into the Short Name box.

   - Fully describe the key steps to reach the objective. Make sure all key steps include specific detail to be measurable and state a specific timeframe for completion.
   - Use the formatting tools to number the steps if needed.

4. Check the box to mark this as complete.
5. Click **Save** after entering the information.

1.2 Support for Objective

This field indicates that you intend to contact another office at JMU for support with this objective. The other office(s) are not notified through this tool. This serves as a reminder that you need to contact them.

1. Click on the **Support for Objective** field.

1.2 Support for Objective   Incomplete
Indicate the university office that needs to provide support for this objective: Information
Technology, University Communications & Marketing, University Advancement, Libraries, Facilities | Edit | Copy | 💬
Management. If more than one of these departments, choose the primary department. Please
contact all departments that are needed to support this objective.

2. Click **Edit**.
3. Select the applicable choice from the list.

No support needed from listed departments
Information Technology
University Communications and Marketing
Facilities Management
University Advancement
JMU Libraries
More than one or another supporting department

4. Check the box to mark this as complete.
5. Click **Submit** in the bottom left to save this information.

1.3 Evaluation Methods

1. Click on the **Evaluation Methods** field.

1 Objective Name and Link to Plans	Incomplete
1.1 Steps to meet the objective	Incomplete
1.2 Support for Objective	Incomplete
1.3 Evaluation methods	Incomplete
1.4 Budget Initiative	Incomplete
1.5 Mid-Year Update (optional)	Incomplete
1.6 Objective accomplishments	Incomplete
1.7 Use of results	Incomplete

2. Click **Edit**.

1.3 Evaluation methods   Incomplete
Provide detail of the methods that will be used to measure if the objective is met or not. Attach files if appropriate. | Edit | Copy | File + | Drop + | Tag | 💬
*Click "Edit" and check "Complete" after entering all information.

- In the large text area, enter the methods you will use to evaluate the success of this objective.
- Describe the specific, systematic evaluation methods that will be used to measure change.
- Include how the objective will be evaluated/assessed using specific, systematic evaluation method(s) that are clearly linked to expected change/results.

3. Check the box to mark this as complete.
4. Click **Save** after entering the information.

1.4 Budget Initiative

Use this field if your department is submitting a budget initiative. This is applicable for those new objectives that apply to the next cycle (not the current cycle).

1. Click on the **Budget Initiative** field.
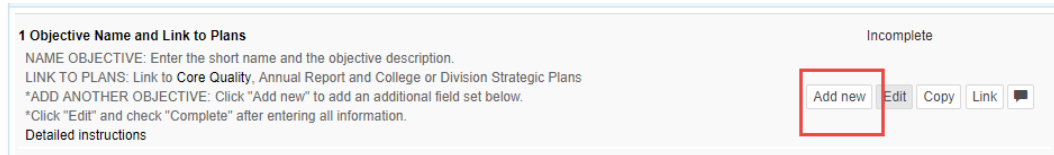

2. Click **Edit**.

3. Select **Yes** or **No** if you are submitting a budget initiative for this objective. Don't forget to fill out the Budget Initiative form.

4. Check the box to mark this as complete.
5. Click **Save** after entering the information.

Add a new objective field set

When beginning a new Planning Cycle, the JMU-STAR Tool contains only one field set for an objective. To add more than one objective, you must open **Objective Name and Link to Plans** in the first objective to add a new objective field set.

1.   Click **Add new** to one or more additional field sets
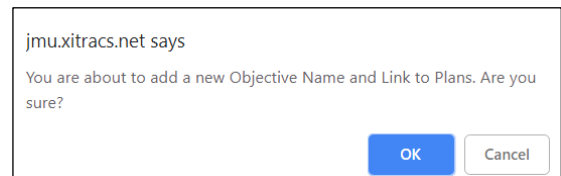
2.   Click OK to add a new field set.

The new field set will be below the existing field set(s).