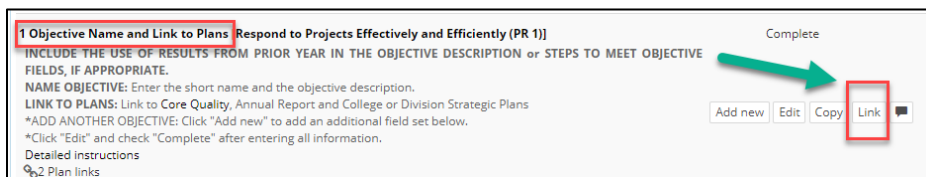


## LINK OBJECTIVES

How to link objectives at any point during the planning year.

### Link Objective to JMU Strategic Plan

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



**1 Objective Name and Link to Plans** Respond to Projects Effectively and Efficiently (PR 1)

INCLUDE THE USE OF RESULTS FROM PRIOR YEAR IN THE OBJECTIVE DESCRIPTION or STEPS TO MEET OBJECTIVE FIELDS, IF APPROPRIATE.

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

2 Plan links

Complete

Add new Edit Copy Link

3. Click **Plans +**.



Field: Objective Name and Link to Plans

Plans +

This field is currently not linked.

4. Click the drop down in field 1. This will show you all plans and annual reports in the JMU-STAR tool.

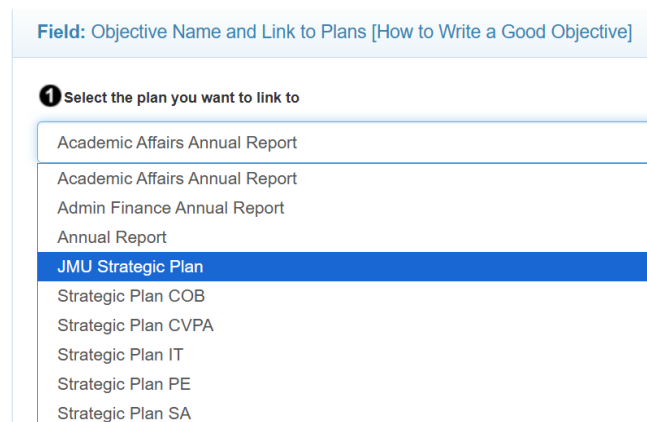


Field: Objective Name and Link to Plans [How to Write a Good Objective]

1 Select the plan you want to link to

Academic Affairs Annual Report

5. Select JMU Strategic Plan.



Field: Objective Name and Link to Plans [How to Write a Good Objective]

1 Select the plan you want to link to

Academic Affairs Annual Report

Academic Affairs Annual Report

Admin Finance Annual Report

Annual Report

**JMU Strategic Plan**

Strategic Plan COB

Strategic Plan CVPA

Strategic Plan IT

Strategic Plan PE

Strategic Plan SA

6. Options in section 2 will change to show the Guidepost Goals of the Madison Promise (JMU's current strategic plan).

**Field: Objective Name and Link to Plans [How to Write a Good Objective]**

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

JMU Strategic Plan

**2** Select an available goal or section in the target plan

|                                     |                                                                                                                                                                   |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/>            | Retention: Increase our first-to-second year retention rate                                                                                                       |
| <input type="checkbox"/>            | Graduation Rate: Increase our four-year graduation rate                                                                                                           |
| <input type="checkbox"/>            | Career Outcomes: Achieve a high career outcomes rate for bachelor's degree earners after 12 months                                                                |
| <input type="checkbox"/>            | Top 50: Rank in the top 50 among national public universities.                                                                                                    |
| <input type="checkbox"/>            | Acceptance Rate: Achieve a lower acceptance rate                                                                                                                  |
| <input type="checkbox"/>            | Enrollment: Grow overall student enrollment                                                                                                                       |
| <input type="checkbox"/>            | On-Campus Housing: Increase the on-campus housing capacity                                                                                                        |
| <input type="checkbox"/>            | Economic Impact: Increase state-wide economic impact                                                                                                              |
| <input type="checkbox"/>            | Research Expenditures: Increase annual research expenditures                                                                                                      |
| <input type="checkbox"/>            | Research Doctorates: Increase the number of research doctorates awarded annually                                                                                  |
| <input type="checkbox"/>            | Philanthropic Giving: Increase sustained philanthropic giving                                                                                                     |
| <input checked="" type="checkbox"/> | Broad Support: Broad Support for the Madison Promise<br>This objective more broadly supports the Madison Promise, Guidepost Goals, and mission of the University. |

7. Check the box beside any goals that apply to this objective.
8. Scroll to the bottom and click **Save**.

## Link Objective to Division/College Strategic Plans

If your division or college has a strategic plan, follow your VP's guidelines for linking to your division's strategic plan.

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

**1 Objective Name and Link to Plans** Respond to Projects Effectively and Efficiently (PR 1)]

INCLUDE THE USE OF RESULTS FROM PRIOR YEAR IN THE OBJECTIVE DESCRIPTION or STEPS TO MEET OBJECTIVE FIELDS, IF APPROPRIATE.

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

2 Plan links

Complete

Add new Edit Copy **Link**

11. Click **Plans +**.

**Field: Objective Name and Link to Plans**

**Plans +** ←

*This field is currently not linked.*

12. Click the drop down in field 1. This will show you all plans and annual reports in the JMU-STAR tool.

Field: Objective Name and Link to Plans [How to Write a Good Objective]

1 Select the plan you want to link to

Academic Affairs Annual Report



13. Select your division's strategic plan.

Field: Objective Name and Link to Plans [How to Write a Good Objective]

1 Select the plan you want to link to

Strategic Plan PE

Academic Affairs Annual Report

Admin Finance Annual Report

Annual Report

JMU Strategic Plan

Strategic Plan COB

Strategic Plan CVPA

Strategic Plan IT

Strategic Plan PE

Strategic Plan SA

14. Options in section 2 will change to show items relevant to the plan you chose.

Field: Objective Name and Link to Plans [PAIR- Strategic Planning]

1 Select the plan you want to link to

Strategic Plan SA 2025

2 Select an available goal or section in the target plan

Environment

☐ Sophomore Residency Sophomore Residency  
Complete master plan for new residence halls toward a sophomore-year resi

☐ Student Impact on Environment Student Impact on Environment  
Evaluate current and develop new, as needed, student education, programs, their environments.

☐ Space Needs Space Needs  
Assess spaces and make additions/ modifications to support student and sta

Health

☐ Okanagan charter Okanagan charter  
Expand campus community's knowledge and understanding of how to be we

☐ Physical and Mental Health Res Physical and Mental Health Resources  
Identify and minimize barriers to accessing physical and mental health resou

☐ Health Promoting Campus Networ Health Promoting Campus Network  
Establish JMU as a leader in the Health Promoting Campus Network.

15. Check the box beside any goals that apply to this objective.
16. Scroll to the bottom and click **Save**.

## Link Objective to Annual Report

Linking your objectives to your Annual Report Plan (or your direct supervisors annual report) will attach your objectives to that annual report. The objectives appear at the end of the Annual Report pdf and are a good way to include your objectives as part of your annual reporting.

17. For each objective, click on **Objective Name and Link to Plans** to open.

18. Click **Link**.

**1 Objective Name and Link to Plans** Respond to Projects Effectively and Efficiently (PR 1)

INCLUDE THE USE OF RESULTS FROM PRIOR YEAR IN THE OBJECTIVE DESCRIPTION or STEPS TO MEET OBJECTIVE FIELDS, IF APPROPRIATE.

**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

2 Plan links

Complete

Add new Edit Copy **Link**

19. Click **Plans +**.

Field: Objective Name and Link to Plans

Plans +

This field is currently not linked.

20. Click the drop down in field 1. This will show you all plans and annual reports in the JMU-STAR tool.

Field: Objective Name and Link to Plans [How to Write a Good Objective]

1 Select the plan you want to link to

Academic Affairs Annual Report

21. Choose Annual Report (all divisions except AA and AF). Academic Affairs and Admin and Finance will choose the Annual Report labeled for their division.

1 Select the plan you want to link to

Annual Report

Academic Affairs Annual Report

Admin Finance Annual Report

Annual Report

22. Options in section 2 will change to show units. Scroll down to find your unit (or your direct supervisors if they have asked you to link your objective to their annual report).

|                                |                                            |
|--------------------------------|--------------------------------------------|
| <input type="checkbox"/>       | CIVIC Madison Center for Civic Engagemen   |
| Access and Enrollment          |                                            |
| <input type="checkbox"/>       | VP-AE Vice President for Access and Enrol  |
| <input type="checkbox"/>       | AEO Access and Educational Outreach        |
| <input type="checkbox"/>       | ADMISSIONS Admissions                      |
| <input type="checkbox"/>       | AVP-ACE AVP for Access, Compliance and     |
| <input type="checkbox"/>       | EO ACE Equal Opportunity                   |
| <input type="checkbox"/>       | TITLEIX Title IX                           |
| <input type="checkbox"/>       | OFAS Office of Financial Aid and Scholarsh |
| <input type="checkbox"/>       | FGSS First-Generation Student Success      |
| <input type="checkbox"/>       | VS Valley Scholars                         |
| University Marketing and Commu |                                            |
| <input type="checkbox"/>       | VP-MSC Vice President for Marketing and S  |
| <input type="checkbox"/>       | SCNMR Strategic Communications News a      |
| <input type="checkbox"/>       | DMCS Digital and Multimedia Content Strat  |
| <input type="checkbox"/>       | UMBS University Marketing and Brand Stra   |
| Philanthropy and Engagement    |                                            |
| <input type="checkbox"/>       | VP-PE Vice President for Philanthropy and  |
| <input type="checkbox"/>       | PE ADVANCMENT MKTG Advancement M           |
| <input type="checkbox"/>       | AVP-CE AVP Constituent Engagement          |

23. Check the box next to your unit. (This will include the objective in your annual report.) The list is organized by Division (or AVP/Dean level for AA and AF).

**2** Select an available goal or section in the target plan

|                          |                                            |
|--------------------------|--------------------------------------------|
| <input type="checkbox"/> | CAL - ENG CAL, English Department          |
| <input type="checkbox"/> | CAL - HIST CAL, History Department         |
| <input type="checkbox"/> | CAL Dean College of Arts                   |
| <input type="checkbox"/> | CAL - SMAD School of Media Arts and Design |

24. 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.