



THE GOAL SETTING PROCESS

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WHAT IS GOAL SETTING

- ▶ Goal Setting for City of Willits is an important part of budget development.
- ▶ Places Council in lead position for budget development.
- ▶ Offers the Council and the organization to take stock.
- ▶ Receive Input from Community and Staff.
- ▶ Once adopted goals will provide direction for the budget.

INTRODUCTION TO GOAL SETTING

Council will adopt a Goal Statement that will contain a list of realistic Goals. Goals should be constructed in a building block manner.

Goals should conform to City's Mission Statement.

Mission Statement should detail how City views itself and the actions the City will take.

Mission Statement needs to be periodically reviewed and updated.

Goal Statement contain Goals that capture Council prioritization.



INTRODUCTION TO GOAL SETTING CONTINUED



List Goals Capable of Measurement



First three Categories:

1. Major Goal
2. Other Important Goals
3. Goals that can be addressed if resources are available



Major Goals:

Can take years to complete!

Should be supported by realistic measurable projects.

Other Goals are important, and resources are available.

Remember do not overload delivery system.

Do a few things well and then add to the foundation.

DEVELOPING THE STATEMENT PROCESS

COMMUNICATION:

- Solid communications system amongst team members is important.
- Key elements include:
 - Trust and respect for team members.
 - Understanding of member rolls and responsibilities.
- Communications Workshop will be held on Sat. March 20th at 10:00AM.

PUBLIC PARTICIPATION:

- Public participation is important in the process.
- Use of social media can help.
- Public communication should be encouraged throughout the process.

BACKGROUND WORKSHOP

- Background Workshop will be held Wednesday Evening @ 6:30pm.
- Purpose is to conduct a status check.
- Workshop will include:
 - Public participation.
 - Review of Mission Statement.
 - Update on revenues, challenges and opportunities.
 - Brief Staff presentation.





NOMINATING CANDIDATE GOALS

- ▶ Upon approval of this report Council will be asked to complete homework assignment:
 - ▶ Draft up to 5 candidate goals with 1 or 2 implementation steps (projects)
 - ▶ Candidate goal statements should be 1-3 sentences in length.
 - ▶ Be Creative.
 - ▶ Goals can include past efforts as well as new.
 - ▶ Goals may need to be modified following Background Workshop.
- ▶ Candidate statements due to City Manager end of workday on Thursday, March 18TH.
- ▶ Candidate Goals will be reviewed by City Manager and facilitator.

GOAL SETTING WORKSHOP

Workshop	Goal Setting Workshop scheduled for Saturday March 20 th at 10:00 AM.
Presentations	Council will be presented with candidate goals.
Review and finalize	Council will review and finalize.
Receive	Take public input.
Rate	Rate Goals on a scale of 1-4 with 4 being most important.
Tabulate	Staff will tabulate rating.
Goal Approval	Goals will be presented to Council for final review and approval as a part of the Goal Statement.

THANK YOU

