Operational Objective Check-up

A Quality Operational Objective should:

�֎ Focus on a current service or process in the unit.

This should not be something that you hope to do at some future time.

Problematic Example: The Enrollment and Retention office will eventually receive and process 5000 applications.

Really? When?

✖ Be Measurable/Ascertainable

The evidence may be objective or subjective, but the data and results must be observable.

Problematic Example: The Counseling Services unit will ensure the mental health and well-being of the campus community.

Based on what standard? How can this be observed?

✖ Focus on how well the unit is performing- measure effectiveness.

Not simply be a checklist of activities.

Data gathered and assessed should potentially lead to improvements.

Problematic Example: The Financial Aid Department will process all student requests for financial aid.

How well? To what degree? What is the standard of effectiveness?

Where might you improve?

✖ Be under the control of or the responsibility of the unit.

Can you actually cause this to happen? Do you have the means to achieve it or is it outside your control?

Problematic Example: The Office of Institutional Effectiveness will ensure that 100% of units complete their annual assessment process on time.

Really? How can this be guaranteed?

✤ Be singular in focus.

It should not be a bundle of loosely related activities.

Problematic Example: The Athletic Events unit will process ticket orders in a timely manner, provide quality refreshments, coordinate a VIP program and follow sound accounting principles.

Simplify and clarify.

Create multiple quality operational objectives

REMEMBER:

This is an ongoing process of growth.

The goal is not perfection, but improvement.

Questions, comments:

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