**Assessing Goals for Departments and Centers**

To assess the effectiveness of the departments and centers at Regent University, each area must create a purpose statement, goals, and performance objectives.

1. The **purpose statement** describes the overall mission/goal of your department or center.
2. Each department or center should have several **goals**. Goals are statements that specify how the department or center will achieve its purpose. For example, a goal for the department of Enrollment Management is “Enrollment Management will demonstrate exemplary customer service.” Generally, departments and centers have three to five goals.
3. **Performance objectives** specify how these goals will be achieved. For example, in order to provide excellent customer service, Enrollment Manage identifies two performance objectives: 1) “Monitor customer service through quality control measures” and 2) “Increase the number of inbound calls academic advisors can receive.” Each goal has one to two performance objectives.
4. Each performance objective is analyzed by at least one **instrument**. Instruments help you measure whether or not you are achieving each performance objective. In other words, what instrument can you use to determine if you achieved each performance objective? For example, to measure whether or not Enrollment Management increased the number of inbound calls academic advisors received, the department used a report that tracked inbound calls.
5. For each instrument, you must describe your **expectations**. That is, what results or information do you expect to obtain from the instrument that will help you determine if you have met the performance objective? Here, for example, Enrollment Management might state the number of inbound calls they expect to receive in one semester.
6. In the **findings** section, you describe the results you actually received. Here, Enrollment Management would state the number of calls the department received.
7. In the **analysis** section, describe the findings. If you did not achieve the goal you set (i.e., the number of Enrollment Management’s inbound calls was less than expected), describe what will be done to meet the goals next year.

**Purpose Statement**

[Purpose Statement]

1. **Goal 1**:
   1. **Performance Objective**:
      1. **Instrument**:
         1. **Expectation**:
         2. **Findings**:
         3. **Analysis**:
   2. **Performance Objective**:
      1. **Instrument**:
         1. **Expectation**:
         2. **Findings**:
         3. **Analysis**:
2. **Goal 2**:
   1. **Performance Objective**:
      1. **Instrument**:
         1. **Expectation**:
         2. **Findings**:
         3. **Analysis**:
   2. **Performance Objective**:
      1. **Instrument**:
         1. **Expectation**:
         2. **Findings**:
         3. **Analysis**:
3. **Goal 3**:
   1. **Performance Objective**:
      1. **Instrument**:
         1. **Expectation**:
         2. **Findings**:
         3. **Analysis**:
   2. **Performance Objective**:
      1. **Instrument**:
         1. **Expectation**:
         2. **Findings**:
         3. **Analysis**:
4. **Goal 4**:
   1. **Performance Objective**:
      1. **Instrument**:
         1. **Expectation**:
         2. **Findings**:
         3. **Analysis**:
   2. **Performance Objective**:
      1. **Instrument**:
         1. **Expectation**:
         2. **Findings**:
         3. **Analysis**: