

Annual Performance Reviews: Supervisor's Guide to Collaborating on SMART Goal-Setting

After reviewing your employee's performance, guide them in setting SMART goals (Specific, Measurable, Achievable, Relevant, and Time-bound) that align with their role, responsibilities, and long-term career growth.

Use this framework to help them translate broad aspirations into clear, actionable steps.

1. *Ask the employee to share their reflections on progress, challenges, and growth areas.*

Example: “Looking back over our last review period, what accomplishments are you most proud of? Where do you feel there's room to grow?”

2. *Introduce Draft Goals*

Share any draft goals you have prepared, clearly linking them to team objectives and the employee's role. Emphasize that these are starting points.

Example: “Here are a couple of goals I have in mind to support you, your professional development, based on your areas of responsibility and our team's direction – let's shape these together.”

3. *Co-Create SMART Goals*

Work together to make each goal:

- **Specific** – What exactly should be done?
 - Example: “Increase engagement with prospective students by offering additional one-on-one advising sessions during peak application periods.”
- **Measurable** – How will we know it's done?
 - Example: “Conduct 15 one-on-one advising appointments and track inquiry-to-application conversion rate over the next two months.”
- **Achievable** – Is it realistic?
 - Example: “Block out two hours each week for personalized outreach and advising appointments during the application cycle.”
- **Relevant** – Does it support the employee's role and our mission?
 - Example: “Improving prospective student engagement directly supports enrollment goals and enhances the applicant experience.”
- **Time-bound** – When will it be completed?
 - Example: “Complete all outreach and advising goals for the Fall 2025 admissions cycle by October 15, 2025.”

4. *Confirm and Document*

Summarize the finalized goals in writing and enter them in Workday. Clearly communicate expectations and deadlines, and identify any support or resources needed to ensure success.