

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.