



**Association of Florida Colleges  
Membership Development Committee Annual Goals  
SMART GOALS WORKSHEET**

Chapter Name: \_\_\_\_\_ Chapter President: \_\_\_\_\_ Year: \_\_\_\_\_

<b>SPECIFIC</b> (What is the goal?)	<b>MEASURABLE</b> (How will we measure?)	<b>ACHIEVABLE</b> (What skills and resources are needed?)	<b>RELEVANT</b> (Related to AFC Values and Goals.)	<b>TIME-BOUND</b> (When will we achieve it?)	<b>Done</b>
<b>Goal #1</b> <b>Increase Membership</b>	By # of new Members	AFC Brochure, Applications, and website Information.	Yes	Before August 31, 2023	
<b>Goal #2</b> <b>Engage all Members</b>	Post all activities on our Social Media Page/Ask Members to tag friends, etc.	Social Media Page (Facebook/Instagram/Twitter) Use this tool to remind members/retirees of events.	Yes	Throughout the Year	
<b>Goal #3</b> <b>Host Social Events</b>	Organize at least 2 social events.	Off campus Location with food and AFC information.	Yes	Before end of year	
<b>Goal #4</b> <b>Host at least two Fundraising events to help members attend AFC</b>	Get non-active members involved in Leadership roles by sending them to events.	Funds and approval to travel.	Yes	Before the end of the year.	

<b>Leadership/Spring Meeting/Conference.</b>					
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