Goal setting is an integral part of the annual performance review process. Goals may include ongoing or new key work responsibilities (KARs) or job duties, competencies of the position, or projects and career goals that support the employee’s growth and development. This module is focused on creating competency based goals.
The topics covered in this module will help you understand what competency based goals are and why they are important, how to create a competency-based SMART goal, and will share three examples of competency SMART goals.
There are two key components of every job, the “what you do” and “how” a job is performed. At the University of Iowa this can referred to as the Key Areas of Responsibilities, intended to focus on outcomes, and Competencies, characteristics required for successful performance.
Competencies are the application of knowledge, skills and abilities that leads to successful job performance and the achievement of Unit and University goals.
Competencies are a key component in all phases of the employment life cycle of hiring, setting performance expectations, providing performance feedback and in career development.

Competency based goals are intended to build skills or develop expertise for performance on current or future jobs and responsibilities.
At the University of Iowa we have two types of competencies; Universal and Technical.

- **Universal** – apply to all University jobs and support our core values

- **Technical** – apply to a specific job
Universal competencies are those that apply to all University jobs and support our core values. They include:

- Collaboration and Embracing Diversity
- Positive Impact/Achieving Results
- Service Excellence/Customer Focus
- Collaboration and Embracing Diversity

Technical competencies are those that apply to specific job. For example:

- Financial Analysis
- Office Administration
- Planning and Organizing
- Research Ethics & Compliance

Financial Analysis may be a technical competencies identified for a Financial Analyst.
You can view suggested competencies for any professional and scientific (except those represented by SEIU) through Employee Self-Service and the E-Personnel file.

This resource is available to you to assist in identifying and developing competency based goals.

For more information, visit the webpage: http://hr.uiowa.edu/competencies/viewing to view competencies for UI classifications.
Setting SMART goals provides a framework and clarity for your goals. See module on SMART Goals http://hr.uiowa.edu/files/hr.uiowa.edu/files/smart_goals.pdf

You can attain most any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps. Goals that may have seemed far away and out of reach eventually move closer and become attainable, not because your goals shrink, but because you grow and expand to match them.
Using the SMART goal framework, we have provided three examples of competency based goals.

1. Universal competency: Positive Impact/Achieving Results

2. Technical competency: Research Ethics/Compliance

3. Technical Competency: Communicating for Effective Relationships
Questions?

Please Contact:
- Your Human Resources Unit Rep
- Your Senior Human Resources Leader
- Karen Shemanski, University HR, 335-5091 or karen-shemanski@uiowa.edu

Web Resources:
- Competencies
- SMART Goals

Competencies: http://hr.uiowa.edu/competencies/viewing
SMART Goals:
http://hr.uiowa.edu/files/hr.uiowa.edu/files/smart_goals.pdf