

## ***Write SMART Objectives***

SMART objectives are measurable statements that describe the expected or intended quality relative to timeliness, responsiveness, accuracy, etc. Objectives often describe how well a unit intends to function or improve its functioning or the services provided.

1. **S**pecific Objectives should provide the “who” and “what” of program activities. Use only one action verb, because objectives with more than one verb imply that more than one activity or behavior is being measured. Avoid verbs that may have vague meanings to describe intended outcomes, like “understand” or “know,” because it may prove difficult to measure them. Instead, use verbs that document action, like “At the end of the session, the participants will list three concerns...” Remember, the greater the specificity, the greater the measurability.
2. **M**easurable Objectives should quantify the amount of change expected. It is impossible to determine whether objectives have been met unless they can be measured. The objective provides a reference point from which a change in the target population can be measured clearly.
3. **A**chievable Objectives should be attainable within a given time frame and with available department resources.
4. **R**ealistic Objectives are most useful when they accurately address the scope of the problem and programmatic steps that can be implemented within a specific time frame. Objectives that do not directly relate to the departmental goals will not help achieve the goal.
5. **T**ime-phased Objectives should provide a time frame indicating when the objective will be measured, or a time by which the objective will be met. Including a time frame in the objectives helps in planning and evaluating.

**SMART** Goals & Objectives can sometimes be difficult to differentiate. Below is helpful information for remembering their differences:

Goals v. Objectives

Goals are broad | Objectives are narrow

Goals are general intentions | Objectives are precise

Goals are intangible | Objectives are tangible

Goals are abstract | Objectives are concrete

Goals are generally difficult to measure | Objectives are measurable

There are three main categories of objectives, they include:

- Outcome Statements
- Process Statements
- Satisfaction Statements

**Outcome statements** focus on achievements you want those you serve to be able to apply, implement or perform after attending your program – for example, what is someone capable/able to do after interacting with your program?

**Process statements** primarily concentrates on the accomplishments of your unit's functions, such as:

- a. Level or volume of activity
- b. Efficiency with which you conduct the processes
- c. Compliance with external standards or regulations

**Satisfaction statements** describe how those you serve rate their satisfaction with your unit's processes or services.

In drafting objectives, it may help to create a flowchart of your unit's work processes to determine what your unit will accomplish and what student, faculty, staff, and others will think, know or do following the provision of the service.

Consider such questions as:

- What are the most important results or impacts that should occur as a result of the unit's activities?
- What are the critical work processes and how should they function?
- What does the end user experience through interaction with that unit?