S.M.A.R.T GOALS – TEMPLATE

SMART goals help improve achievement and success. A SMART goal clarifies exactly what is expected and the measures used to determine if the goal is achieved and successfully completed. A SMART goal may be used when drafting Maintenance or a Growth Goal.

A SMART goal is:

Specific: Linked to a job description, departmental goals/mission, and/or overall University goals and strategic plans. Answers the question—Who? and What?

Measurable: The success toward meeting the goal can be measured. Answers the question—How?

Attainable: Goals are realistic and can be achieved in a specific amount of time and are reasonable.

Relevant: The goals are aligned with current tasks and projects and focus in one defined area; include the expected result.

Time Oriented: Goals have a clearly defined time-frame including a target or deadline date.

Examples:

Not a SMART goal:
- Keep our department's website up-to-date

Does not identify a measurement or time frame, nor identify why the improvement is needed or how it will be used.

SMART goal:
- The first Friday of every month, solicit updates and new materials from our department's managers for the web page; publish this new material to the website by 12:00 noon on the following Friday. Each time new material is published, review our department's website for material that is out of date, and delete or archive the out-dated material.

S.M.A.R.T Goal Planning Form

Specific – WHO? WHAT?

Measureable – HOW?

Attainable– REASONABLE?

Relevant – EXPECTED RESULT?

Timed Oriented – WHEN?