

S.M.A.R.T. (Specific, Measurable, Achievable, Realistic and Time-framed) goals, objectives and work plans

There is significant information available regarding writing objectives, and there are several types of objectives, including instructional or program objectives, and behavioral objectives. If you are planning to measure results, establishing an evaluation component, then writing clear and concise objectives is extremely important. Here are a few pointers that can help:

- Avoid using the word “and” in an objective – it might mean there are 2 components making it more difficult to measure.

Example: Track the number of STD cases reported in the service area and establish a community preventive educational program.

Solution: It would be better for evaluation purposes to establish two objectives:

1. Track the number of STDs reported in the service area through September 30, 2004, using state data.
2. By September 30, 2004, develop a community education program on STDs using data to target the program on the needs of the community.

- Write objectives that are specific and measurable.

Example: Increase revenue through client fees.

Solution: By when and by how much? Rewriting this to include this information can help you monitor progress and know if you have achieved this objective. By June 30, 2004, revenues will increase by 10% from previous year, through improved billings and collection processes. Of course, you must have what the revenues were from last year to measure success.

- Use action verbs when writing behavioral objectives, such as:
For knowledge objectives: define, describe, list, identify, translate
For comprehension objectives: discuss, explain, summarize
For application objectives: apply, demonstrate, practice, operate
For analysis objectives: distinguish, analyze, differentiate, compare
For synthesis objectives: assemble, create, plan, design
For evaluative objectives: judge, rate, score, measure