

# SMART Objectives list



OBJECTIVES: Describe results to be achieved and the manner in which results will be achieved. *Well-written objectives help set priorities and targets for progress and accountability.*

	Yes	No
1. Is the objective <b>SMART</b> ?		
▪ <b>Specific:</b> <i>Who?</i> (Target Population) and <i>What?</i> (Action/Activity)		
▪ <b>Measurable:</b> <i>How much</i> change is expected?		
▪ <b>Achievable:</b> Can be realistically accomplished given current resources and constraints.		
▪ <b>Realistic:</b> Addresses the scope of the plan and proposes reasonable action steps.		
▪ <b>Time-phased:</b> Provides a timeline indicating when the objective will be met.		
2. Does it relate to a single result?		
3. Is it clearly written?		

## Examples:

**Non-SMART Objective 1:** Teachers will be trained on the Board-adopted nutrition curriculum.

This objective is not SMART because it is not specific, measurable, or time-phased. It can be made SMART by indicating *how many* will be trained, *who* they are, and *by when* the trainings will be conducted.

**SMART Objective 1:** *By May 1, 2007, 75% of health education teachers in the school district* will be trained on the Board-approved tobacco-prevention curriculum.

**Non-SMART Objective 2:** 95% of students will demonstrate an increase in assertive communication skills.

This objective is not SMART because it is not specific or time-phased. It can be made SMART by indicating *by when* and *who* will have increased assertive communication skills.

**SMART Objective 2:** *By May 15, 2007, 95% of 8<sup>th</sup> grade students who receive the tobacco-prevention curriculum* will increase their assertive communication skills.