

## Terminology

**Goal** – Aspirational statement about what you want to achieve. Should be measurable but does not need to have the means to measure it embedded in the statement.

**Objective** – Describes how to meet your goal using SMART criteria. Breaks down the goal statement into manageable parts. Lays out the high-level plan for how you’ll know if you’re making progress towards your goal.

**A goal may have several objectives.**

**Measure** – The number, percent or some standard unit used to illustrate success or impact over time.

**Target** - The desired level of performance you want to see that represents success.

## Different ways to write SMART objectives

There are multiple approaches and ways to explain how to write SMART objectives.

Take a look at these variations.

[Who] will do [what] resulting in [measure] by [when].

By [when], [who] will do [what] resulting in [measure].

By [when], [measure - includes who and what].

[Measure – includes who and what] by [when].

## Two Examples

<b>Not So Fast</b> Let's take this objective and make it SMART	
<p><b>Non-SMART objective 1:</b> Teachers will be trained on the selected scientifically based social emotional learning curriculum.</p> <p>This objective is not SMART because it is not specific, measurable, or time-phased. It can be made SMART by specifically indicating who is responsible for training the teachers, how many will be trained, who they are, and by when the trainings will be conducted.</p>	<p><b>Non-SMART objective 2:</b> 90% of youth participants will participate in lessons on assertive communication skills.</p> <p>This objective is not SMART because it is not specific or time-phased. It can be made SMART by specifically indicating who will do the activity, by when, and who will participate in lessons on assertive communication skills.</p>
<p><b>SMART objective 1:</b> By year two of the project, LEA staff will have trained 75% of classroom teachers in the school district on the selected scientifically based social emotional learning curriculum.</p>	<p><b>SMART objective 2:</b> By the end of the school year, district educators will have delivered lessons on assertive communication skills to 90% of youth participants in the middle school social emotional learning curriculum.</p>