S.M.A.R.T. GOAL SETTING FRAMEWORK
Turning Vague Goals into Actionable Plans

SMART goals provide a simple, easy-to-remember framework to help easily plan goals.

SMART is an acronym that stands for:

S: Specific (What exactly do you want to accomplish?)
M: Measurable (How will you track progress?)
A: Attainable (Can this realistically be completed within your available time and resources?)
R: Relevant (Why is this important to your role/ team/ department/ university objectives?)
T: Time-bound (When will it be completed?)

The components of the SMART goal framework offer a clear, focused direction for achieving the goal. This makes it easier to track progress, align objectives with the organization's overall strategy, and enhance performance by setting a specific deadline.

Example: Increase the university's LinkedIn follower count from 10,000 to 13,000 by posting 3 times per week with high-quality, scheduled content by August 30, in support of our broader digital engagement goals.

Why this works:
- Specific actions (post 3 times per week with high-quality, scheduled content)
- Measurable through follower growth from 10,000 to 13,000
- Attainable with existing content tools, calendar, and team support
- Relevant to the university's broader digital engagement goals
- Time-Bound with a clear deadline of August 30

Recommendations for Measuring "Less Measurable" Goals:
- **Milestone-Based Measurement -** Break the goal into clear phases or deliverables: Complete onboarding documentation review by June 1, gather feedback by June 15, implement changes by July 1.
- **Frequency or Consistency Indicators -** Track how often something is done rather than numerical outcomes: Conduct weekly check-ins with team leads to improve cross-department communication.
- **Quality Feedback or Peer Input -** Use surveys, manager feedback, or stakeholder reviews: Improve team training sessions, aiming for 85% positive feedback from post-session surveys.
- **Time-Spent or Process Completion -** Set expectations around time investment or process steps: Dedicate 2 hours weekly to reviewing and updating internal policy documentation.
- **Before-and-After Comparisons -** Document changes in efficiency, clarity, or satisfaction: Redesign the internal workflow guide to reduce questions from staff and track the drop in clarification emails over 3 months.