



# SOUTHWESTERN UNIVERSITY

## SMART Goal Examples

### **Example #1:**

**Vague Goal:** Get more student applications by doing outreach at high schools.

### **How to make it SMART?**

#### **Specific – What exactly do you want to accomplish?**

Increase the number of completed applications by conducting targeted high school outreach events.

#### **Measurable – How will you track progress?**

Increase completed applications from 1,200 to 1,500; host 10 outreach events and collect at least 100 prospective student contacts per event.

#### **Attainable – Can this realistically be completed within your available time and resources?**

Yes, we have promotional materials and partnerships with local high schools to support event planning.

#### **Relevant – Why is this goal important?**

It directly contributes to the university's strategic enrollment targets for Fall Semester and improves brand visibility in key regions.

#### **Time-Bound – When will it be completed?**

Complete all outreach events and meet the application goal by January 15, ahead of the application deadline.

#### **Final SMART Goal Statement:**

Increase completed applications from 1,200 to 1,500 by January 15, through 10 targeted high school outreach events that generate at least 100 prospective contacts each, aligning with the university's Fall Semester enrollment objectives.

#### **Why this works:**

- Specific actions (10 high school outreach events with 100 contacts each)
- Measurable through application increase from 1,200 to 1,500
- Attainable using available outreach resources and school partnerships
- Relevant to the university's Fall Semester enrollment objectives
- Time-Bound with a clear deadline of January 15



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## SMART Goal Examples

### **Example #2:**

**Vague Goal:** Make academic buildings cleaner and get fewer complaints.

### **How to make it SMART?**

#### **Specific – What exactly do you want to accomplish?**

Enhance the overall cleanliness and efficiency of academic buildings by standardizing cleaning procedures and improving staff training.

#### **Measurable – How will you track progress?**

Increase building inspection scores from 80% to 90%; complete training sessions for all 20 custodial team members and reduce complaints by 25%.

#### **Attainable – Can this realistically be completed within your available time and resources?**

Yes, with support from the facilities department and existing resources for training and quality control.

#### **Relevant – Why is this goal important?**

Maintaining high cleanliness standards in academic spaces directly supports student success, health, and the university's reputation.

#### **Time-Bound – When will it be completed?**

Complete staff training and checklist implementation by August 15; meet inspection and complaint reduction goals by December 15.

#### **Final SMART Goal Statement:**

Improve academic building inspection scores from 80% to 90% and reduce custodial-related complaints by 25% by December 15, through standardized cleaning procedures and completion of staff training by August 15, to support student success and campus quality.

#### **Why this works:**

- Specific actions (standardized cleaning procedures and staff training)
- Measurable through inspection score increase (from 80% to 90%) and a 25% reduction in complaints
- Attainable with available staff, resources, and a realistic implementation timeline
- Relevant to supporting student success and maintaining campus quality
- Time-Bound with training completed by August 15 and results expected by December 15



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## SMART Goal Examples

### **Example #3:**

**Vague Goal:** Improve the onboarding experience for new hires.

### **How to make it SMART?**

#### **Specific – What exactly do you want to accomplish?**

Improve the onboarding experience for new hires by standardizing and updating onboarding documents and coordinating more structured first-week activities.

#### **Measurable – How will you track progress?**

Complete review and updates of all onboarding materials by June 15. Implement new onboarding checklist for use in July. Collect qualitative feedback from at least 3 new hires by August 30.

#### **Attainable – Can this realistically be completed within your available time and resources?**

Yes, it involves coordinating with a few internal stakeholders and using existing templates as a base.

#### **Relevant – Why is this goal important?**

It supports the university's tactical goal of improving employee retention and early engagement.

#### **Time-Bound – When will it be completed?**

Rollout by July 1, with feedback collection ending by August 30.

#### **Final SMART Goal Statement:**

By July 1, complete a review and update of onboarding materials, implement a standardized checklist for HR and managers, and collect feedback from at least 3 new hires by August 30 to improve the consistency and quality of the onboarding experience.

#### **Why this works:**

- Specific actions (review and update materials, implement checklist, gather feedback from new hires)
- Measurable through completion of tasks and feedback from at least 3 new hires
- Attainable with typical HR resources and access to recent onboarding participants
- Relevant to improving the consistency and quality of the onboarding process
- Time-Bound with clear deadlines: review and update by July 1, feedback collection by August 30



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## SMART Goal Examples

### **Example #4:**

**Vague Goal:** Try to reduce electrical outages on campus by doing maintenance.

### **How to make it SMART?**

#### **Specific – What exactly do you want to accomplish?**

Reduce electrical system downtime in academic buildings by conducting preventive maintenance and updating outdated panel systems.

#### **Measurable – How will you track progress?**

Cut unplanned outages by 40% (from an average of 10 per semester to 6); inspect and service all panels in all academic buildings.

#### **Attainable – Can this realistically be completed within your available time and resources?**

Yes, the maintenance schedule and staff availability allow for panel inspections and upgrades during summer and fall breaks.

#### **Relevant – Why is this goal important?**

Reliable electrical systems support uninterrupted instruction and research, aligning with the university's mission to deliver quality education.

#### **Time-Bound – When will it be completed?**

Complete all inspections and updates by November 30; monitor and report outage reduction by December 20.

#### **Final SMART Goal Statement:**

Reduce unplanned electrical outages in academic buildings by 40% by December 20, through preventive maintenance and panel system updates completed by November 30, supporting uninterrupted campus operations and learning.

#### **Why this works:**

- Specific actions (preventive maintenance and panel system updates)
- Measurable through a 40% reduction in unplanned electrical outages
- Attainable with a scheduled maintenance plan and available facilities staff
- Relevant to ensuring uninterrupted campus operations and academic continuity
- Time-Bound with system updates completed by November 30 and goal achieved by December 20



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## SMART Goal Examples

### **Example #5:**

**Vague Goal:** Make the registration process better and respond to students faster.

### **How to make it SMART?**

#### **Specific – What exactly do you want to accomplish?**

Enhance student registration efficiency by streamlining the course enrollment process and reducing registration-related issues.

#### **Measurable – How will you track progress?**

Decrease student registration complaints by 40% (from 150 to 90 per semester); reduce average processing time for registration requests from 5 days to 2 days.

#### **Attainable – Can this realistically be completed within your available time and resources?**

Yes, with planned system upgrades, staff training, and coordination with academic departments.

#### **Relevant – Why is this goal important?**

Efficient registration processes improve the student experience and support timely degree completion, a key university priority.

#### **Time-Bound – When will it be completed?**

Implement process improvements by July 31, ahead of Fall registration; monitor and achieve targets by the end of the Fall Semester.

#### **Final SMART Goal Statement:**

Reduce student registration complaints by 40% and cut average processing time from 5 days to 2 days by the end of the Fall Semester through system improvements and staff training completed by July 31, supporting student success and operational efficiency.

#### **Why this works:**

- Specific actions (system improvements and staff training)
- Measurable through a 40% reduction in complaints and a drop in processing time from 5 to 2 days
- Attainable using planned system upgrades and available training resources
- Relevant to improving the student experience and overall operational efficiency
- Time-Bound with training and improvements completed by July 31 and goals met by the end of the Fall Semester



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## SMART Goal Examples

### **Example #6:**

**Vague Goal:** Organize the shared files to improve efficiency in the office.

### **How to make it SMART?**

#### **Specific – What exactly do you want to accomplish?**

Organize all shared files into clearly labeled folders with an easy-to-navigate structure.

#### **Measurable – How will you track progress?**

Track the completion of organizing files by reviewing the number of folders reorganized and receiving feedback from team members about the ease of accessing documents.

#### **Attainable – Can this realistically be completed within your available time and resources?**

Yes, there is access to the necessary tools (cloud storage), and time can be allocated for file organization over the next few weeks.

#### **Relevant – Why is this goal important?**

Organized files will improve workflow, reduce time spent searching for documents, and enhance overall office efficiency.

#### **Time-Bound – When will it be completed?**

Complete the reorganization of shared files by September 1 and assess improvements through team feedback by October 31.

#### **Final SMART Goal Statement:**

Organize all shared files into a structured and easily accessible system by September 1, with progress assessed by feedback from team members about accessibility and efficiency by October 31.

#### **Why this works:**

- Specific actions (reorganizing shared files into clearly labeled, easy-to-navigate folders)
- Measurable through completion tracking and feedback on accessibility
- Attainable with available resources (cloud storage and time allocated for organization)
- Relevant to improving office workflow and document retrieval efficiency
- Time-Bound with a clear deadline for completion (September 1) and assessment (October 31)