

Developing "SMART" Objectives (Helpful Tips)

- Specific:** An observable action, behavior or achievement is described which is also linked to a rate, number, percentage or frequency.
- Measurable:** A system, method or procedure exists which allows the tracking and recording of the behavior or action upon which the objective is focused.
- Achievable:** The objectives that are set with people need to be capable of being reached. In other words, there is a likelihood of success - but that does not mean easy or simple. The objectives need to be stretching and agreed by the parties involved.
- Relevant:** This means two things: the goal or target being set is something the group can actually impact upon or change, and secondly, it is also important to the group.
- Time-Based:** In the objective somewhere there has to be a date (day/month/year) for when the task has to be started (if it's ongoing) and/or completed (if it's short-term or project related).

Smart objectives template

When it comes time to define the goals and objectives, this template will walk you through the process of developing *specific, measurable, achievable, realistic, and time-based* objectives. Once you have created the goals, it is time to think about objectives and activities needed to accomplish these goals.

EXAMPLE 1: Increase the number of people in public health informatics who are from minority groups or vulnerable populations.

Not-so-SMART Objective 1a: Recruit from historically Black colleges and other minority institutions.	
Key Component	Objective
Specific - What is the specific task?	Inform minority students about the field of public health informatics and recruit them to join as professionals.
Measurable - What are the standards or parameters?	Number of minority institutions where recruitment activities are implemented; Number of new minority individuals who attend the Public Health Informatics Network (PHIN) conference
Achievable - Is the task feasible?	Yes, when connected to the training initiatives of national partner organizations.
Realistic - Are sufficient resources available?	Not at the local or state level (no time or resources to commit to this activity). Involve national organizations.
Time-Bound - What are the start and end dates?	One year – between the 2008 and 2009 PHIN conferences
SMART objective 1a: From August 2008-2009, establish recruitment initiatives at historically Black colleges and other minority institutions in conjunction with the training initiatives of national partner organizations (e.g., NACCHO, ASTHO).	

You can use the tables beginning on page two to help your SMART objectives that will ensure you reach the goals set forth in your charter.

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GOAL 1:

SMART objective 1a:	
Key Component	Objective
Specific - What is the specific task?	
Measurable - What are the standards or parameters?	
Achievable - Is the task feasible?	
Realistic - Are sufficient resources available?	
Time-Bound - What are the start and end dates?	

SMART objective 1b:	
Key Component	Objective
Specific - What is the specific task?	
Measurable - What are the standards or parameters?	
Achievable - Is the task feasible?	
Realistic - Are sufficient resources available?	
Time-Bound - What are the start and end dates?	

SMART objective 1c:	
Key Component	Objective
Specific - What is the specific task?	
Measurable - What are the standards or parameters?	
Achievable - Is the task feasible?	
Realistic - Are sufficient resources available?	
Time-Bound - What are the start and end dates?	

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GOAL 2:

SMART objective 2a:	
Key Component	Objective
Specific - What is the specific task?	
Measurable - What are the standards or parameters?	
Achievable - Is the task feasible?	
Realistic - Are sufficient resources available?	
Time-Bound - What are the start and end dates?	

SMART objective 2b:	
Key Component	Objective
Specific - What is the specific task?	
Measurable - What are the standards or parameters?	
Achievable - Is the task feasible?	
Realistic - Are sufficient resources available?	
Time-Bound - What are the start and end dates?	

SMART objective 2c:	
Key Component	Objective
Specific - What is the specific task?	
Measurable - What are the standards or parameters?	
Achievable - Is the task feasible?	
Realistic - Are sufficient resources available?	
Time-Bound - What are the start and end dates?	

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GOAL 3:

SMART objective 3a:	
Key Component	Objective
Specific - What is the specific task?	
Measurable - What are the standards or parameters?	
Achievable - Is the task feasible?	
Realistic - Are sufficient resources available?	
Time-Bound - What are the start and end dates?	

SMART objective 3b:	
Key Component	Objective
Specific - What is the specific task?	
Measurable - What are the standards or parameters?	
Achievable - Is the task feasible?	
Realistic - Are sufficient resources available?	
Time-Bound - What are the start and end dates?	

SMART objective 3c:	
Key Component	Objective
Specific - What is the specific task?	
Measurable - What are the standards or parameters?	
Achievable - Is the task feasible?	
Realistic - Are sufficient resources available?	
Time-Bound - What are the start and end dates?	