How to Write SMART(IE) Objectives

Use these prompts and examples to help write program objectives.

S — Specific

Be clear and specific so your goals are easier to reach. Provides the "who" and "what" of the program activities.

Consider when writing specific objectives:
- Who: Who will be impacted? Who is your focus population?
- What: What do you intend to impact?

Example: *Reduce* the percent of *Tubman County students in grades 6 through 12* who have *smoked cigarettes* in the past 30 days.

M — Measurable

See your progress and know when the objective is complete (or met).

Consider when writing specific objectives:
- How much and in what direction will change occur?
- What data will you use to measure? Where will this data come from?

Example: *Decrease by 5 percentage points* the number of Tubman County students in grades 6 through 12 who have smoked cigarettes in the past 30 days (baseline: 18%; data source: 2019 Minnesota Student Survey).

A — Attainable

Objectives should be reached within a given time frame and with available resources.

Consider when writing specific objectives:
- How will the group accomplish this objective?
- What resources will help us achieve this objective? What limitations or constraints stand in our way?

Example: By December 31, 2022, increase the percent of establishments that *pass tobacco compliance checks* from 75% to 80% (data source: 2020 Tubman County Sheriff's Department).

R — Realistic

Your objectives should align with your values and long-term goals. Address the scope and steps that can be implemented in the specific timeframe.

Consider when writing specific objectives:
- Will objective contribute to achieving goal?
- Is it worthwhile and meaningful to measure this objective?

Example: By the end of April 2023, project staff will *refer and/or link at least 50 children* between the ages of 10-18 who *need immunization services* to identified resources in their local community.

T — Time-phased

Provides a timeline indicating when the objective will be met.

Consider when writing specific objectives:
- Does the current time frame or environment help or hinder this objective? Should we scale the target or time frame up or down?
- When will the data be available?

Example: By *December 31, 2022*, decrease by 5 percentage points the number of Tubman County students in grades 6 through 12 who have smoked cigarettes in the past 30 days (baseline: 18%; data source: 2019 Minnesota Student Survey).

Importance of SMART(IE) Objectives

By incorporating equity and inclusion into your SMART objectives, you can make sure your organization's commitment to racial equity and inclusion is anchored by tangible and actionable steps.

I — Inclusive

Brings traditionally marginalized people into the process in a way that clearly shares power.

- How will you include disproportionately affected people in processes, activities, and decision-making in a way that shares power?

Example: 80% of participating youth are free of alcohol use 6 months after graduating from the program; the evaluation team to be *led by POC** and to involve target youth in the creation of measurement indicators.

*People of color

E — Equitable

Addresses systemic injustice, inequity or oppression.

- How will you include an element of fairness or justice that seeks to address systemic injustice, inequity, or oppression?

Example: Increase educational programming for children at our nature preserve by 50% by the end of the year; beginning with programs targeting needs expressed by *children in underserved groups* and ensuring they can *access the programs affordably and physically.*

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