SMART Goal Criteria

Specific
- Goals must focus on specific results and should avoid vague or general actions
- Goals kept simple ensure clarity and specificity
- Break complex goals into sub-goals

Measurable
- To determine how well a goal has been achieved it must be measurable. Most measurements fall into one of three categories:
  - Quantitative measures the amount of output: How much should be done?
  - Qualitative measures how well a task should be done.
  - Timely - A special form of quantitative measure that defines the responsiveness of the performance: When should a task be completed?

Attainable
The best goals are:
- Challenging; realistic; affordable and achievable in terms of expense, capacity, and resources available
- Aligned with the expectations of internal and external customer
- Focused on significant contributions that are required to meet unit goals
- Realistic but not necessarily easy to achieve; they should provide a “stretch” for both work units and employees.
- Tailored to meet or exceed customer expectations and accelerate performance.

Relevant
- Department and individual goals must be aligned with and support the goals of the school, division, and university
- Department goals should align with internal and/or external customers and the university as a whole
- Individual employee goals should add value for internal and/or external customers, the school/division, the university, and the employee

Time-based
- A specific time frame and target date for achieving each goal should be agreed upon by manager and employee
- Time frames ensure a proactive approach toward achieving results and guide action in a results-oriented way