|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S** | **M** | **A** | **R** | **T** |
| SpecificStrategic | Measureable | Attainable | Relevant | Timely |
| Your goal should be specific and reflect the results you would like to see. It should not be too general. It includes:* Who
* What
* Where
* Why
 | Measurements should be tangible data to demonstrate progress towards meeting the goal. Consider the ability to collect this data. | Attainable goals can be met with a given level of resources, and effort available. An attainable goal isn’t and shouldn’t be too easy or simple, but rather realistically achievable.  | The goal should tie into the overarching program mission, visions and goals. | Timely goals specify when the goal will be complete, along with any milestones to completion.  |