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| --- | --- | --- | --- | --- |
| **S** | **M** | **A** | **R** | **T** |
| Specific  Strategic | 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. |