

Specific
Measurable
Agreed Upon
Realistic
Time Based

Tips for Success!

- Don't set too many goals at once.
- Set goals that can be achieved in the next 3-12 months
- Write down your goals and keep them in a visible place
- Don't confuse objective and goals: Set your goal first, then use SMART to outline the steps you will take to achieve it.
- Find an accountability buddy! This can be a person or a calendar reminder

	Understand:	Ask:	Example:
Specific	Exactly what you wish to accomplish Actions you'll take to achieve it	What specific steps can I take towards my goal?	Meet with employees more Meet with each employee once a week.
Measurable	How to quantify your goal What data will measure your goal	How much? How many? How well?	I will hit this number. I will have a finished product, survey, assessment or testimonial results.
Agreed Upon	Who your stakeholders are	Is my goal in line with College and Office missions?	Is my goal in line with College and Office missions?
Realistic	Goals should be challenging, but possible	How much time can I actually commit to each day?	I'd like to dedicate an hour a day to this, but realistically I can dedicate at least 20 minutes.
Time Based	When your goal should be accomplished	When should I have completed 50% of this task?	Create a project timeline to create benchmarks and keep yourself on track.

Goal:	To increase the number of people who receive weekly newsletter.	To reach more students with the services we offer.	To find a professional mentor
S.	Using print and digital marketing, we will increase the traffic of students in our office	Send out newsletter more regularly (once a week)	Attend the NAAA, IECA and NAFSA conferences
M.	by 25%	to increase new subscribers by 200	and connect with at least three people at each conference
A.	(Aligns with being student centered.)	(Aligns with office initiatives)	Supports personal & professional development
R.	(Realistic based on past initiatives)	(Challenging but possible)	(Challenging but possible)
T.	by the end of the academic year.	in the next six weeks.	in the next six months.