

S.M.A.R.T. Goals

S

Specific

Goals must be something that can be described & understood easily by others- nothing general.

Bad example: Increase participation of members

Good example: Increase attendance at chapter meetings.

M

Measurable

Whenever possible, use numbers or percentages to mark the achievement of the goal. You cannot rely on opinion.

Good example: More members will attend...

Bad example: 80% of members will attend chapter meetings

A

Attainable

Is the goal realistic? Goals should be a stretch to obtain but not impossible. Members are not inspired by boring, easy goals.

Bad example: 100% of members will attend every meeting.

Good example: Increase chapter attendance by 10% from the prior semester.

R

Righteous

Is the goal the right thing to do? Is it in alignment with your organization's core values?

Bad example: Not telling PNMs financial information until after they join so they aren't afraid of the cost up-front.

Good example: Informing PNMs of ALL membership requirements prior to joining

T

Time-Oriented

Goals must have a specific end date. Create a sense of urgency.

Bad example: End date- Winter

Good example: End date- January 31, 2022