



HAMPDEN-SYDNEY  
COLLEGE

# SMART GOALS AND MATURE MEASURES

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## WHEN WRITING LEARNING OUTCOMES OR UNIT GOALS, THINK SMART

- Specific: States exactly what is expected using concrete action verbs.
- Measurable: Requires a measurable result.
- Attainable: Is achievable yet reasonably stretches the unit.
- Realistic: Is reasonable and appropriate for the unit's services/work.
- Time-oriented: Describes when a goal will be achieved within a specified time period.

# WHEN MEASURING OUTCOMES OR UNIT GOALS, THINK MATURE

- Matches: Directly related to the outcome it is measuring.
- Appropriate methods: Uses appropriate direct or indirect measures.
- Targets: Indicates a desired level of performance.
- Useful: Measures help identify what to improve.
- Reliable: Based on tested, known methods.
- Effective and Efficient: Characterizes the outcome concisely.