Welcome to SMART Goals presentation. This presentation provides an introduction to SMART Goals and instructions for writing them. At times during the presentation, you may want to pause to allow yourself time to write. Examples included at the end of the presentation may or may not apply to your role specifically, but will still help you to better understand how to create a SMART Goal.
This presentation acts as an introduction to SMART Goal writing, explains what SMART Goals are, why they are used, and finally allows time to practice writing SMART Goals.
A SMART goal indicates a specific way to articulate and focus goals.
The acronym SMART identifies the areas of focus in goal-setting. It stands for Specific, Measurable, Attainable, Results-oriented or relevant, and Time-bound. Other terms have been associated with these letters, but the Ohio Department of Education uses these.
A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal answer the six “W” questions.

• Who is involved?
• What do I want to accomplish?
• Where will the action take place?
• When will the goal be achieved?
• Why is this goal important?

For educators, goal setting should consider the larger school community. Make sure it meets your needs and is linked to the bigger picture of the school goals. Try to avoid using words such as try, could, should or maybe as they indicate the goal is not concrete.

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**How To Write SMART Goals**

**Specific**

- Well-defined, the outcome is clear
- Clear to anyone who has a basic knowledge of the project
- Provides enough detail so there is no indecision as to what is to be done

<table>
<thead>
<tr>
<th>Poor Example</th>
<th>Better Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will lose weight.</td>
<td><em>I will lose 5lbs by June 1 by eliminating sugar from my diet and walking 10,000 steps a day.</em></td>
</tr>
</tbody>
</table>

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Ohio Department of Education
Establish concrete criteria for measuring progress toward the attainment of each goal. To determine if your goal is measurable, ask questions such as:

- How many?
- How much?
- To what degree?
- How will I know when it is accomplished?

This example has a clear measurability. The scale will indicate whether the goal has been achieved.
Identify the most important goals, then determine how to attain them. Work to develop attitudes, abilities, skills, and financial capacity to reach them. For example, 5 pounds is an attainable weight loss within the time period stated.
A results-oriented or relevant goal represents a worthwhile objective. Goals should be important to the work and focus on results. Weight loss is both relevant and results-oriented.
Any effective goal must have a target date. A deadline set too far in the future invites procrastination. A short term goal could be unrealistic and discouraging.
Long-term goals are different from SMART goals. Long-term goals describe future aspirations such as getting a job or earning a masters degree. Without short-term goals defining the steps to large scale achievements, long-term goals are too easily dropped.
Let’s practice writing SMART goals. Pause the presentation after the sample is given to allow time to write.
### Writing SMART Goals

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Clarifications</th>
</tr>
</thead>
</table>
| **Specific**       | - Well-defined, the outcome is clear  
                      - Clear to anyone who has a basic knowledge of the project  
                      - Provides enough detail so there is no indecision as to what is to be done. |
| **Measurable**     | - Know if the goal is obtainable and how far away the completion is  
                      - Know when it has been achieved  
                      - Identify the measurement instrument to be used  
                      - Able to determine if it has been achieved because you can count it or see it. |
| **Attainable**     | - Agreement with all the stakeholders on what the goals should be  
                      - Achievable, a goal may be a stretch, but is possible with the current team and resources  
                      - Clearly defined steps |
| **Relevant/Results-Oriented** | - Who is the main person responsible?  
                      - Who are the support people?  
                      - What are the urgent needs?  
                      - The goal is aligned with the results expected and the direction provided by the district CSP and building goals |
| **Time-bound**     | - A specific date has been set for achieving the goal  
                      - Time is appropriate for keeping goal performance focused and on target |

Consider these clarifications for each characteristic of SMART goals.
# Writing SMART Goals

**Process Model**

<table>
<thead>
<tr>
<th>Write SMART Goals</th>
<th>Describe an Area of Focus for the Learning</th>
<th>Include the Ancillary</th>
<th>Add the Activities</th>
<th>Predict a Completion Date (Worksheet)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will acquire</td>
<td>Multiple strategies</td>
<td>To improve classroom discipline</td>
<td>By participating in a student-based book study</td>
<td>January-March 2008</td>
</tr>
<tr>
<td>I will investigate</td>
<td>Interdisciplinary strategies</td>
<td>To incorporate more connections between core subjects in my classroom</td>
<td>By participating in Sustainable Development’s Distance Learning course on Interdisciplinary Education</td>
<td>Summer 2008</td>
</tr>
<tr>
<td>I will enhance my skills in teaching</td>
<td>Special needs students</td>
<td>To improve student learning</td>
<td>By attending ASCD’s Differentiation Conference</td>
<td>July 4-8, 2008</td>
</tr>
<tr>
<td>I will enhance my skills in using technology</td>
<td>In both interacting and using data</td>
<td>To appropriately adjust instruction to enhance student learning</td>
<td>By participating in online training on Value-Added</td>
<td>April-June 2008</td>
</tr>
</tbody>
</table>

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- I am getting my master’s degree.
- I am taking graduate coursework in collaborative learning to implement in my classroom and to work toward my master’s degree.

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- I am going to Value-Added Workshop.
- I will acquire new ways of approaching and using data through Value-Added training and follow-up.
Improve this goal...

This year every student will show evidence of one year of growth in mathematics.

Pause here to practice.
The revised goal includes

• A specific time span
• A specific skill outcome
• A defined method of measurement
I will increase parent and community understanding of student growth by leading three information sessions by the end of the 2011-2012 school year.

Pause to allow time to work.
Writing SMART Goals

**Original:** I will increase parent and community understanding of student growth by leading three information sessions by the end of the 2011-2012 school year

**SMART GOAL:** I will increase parent understanding of student growth by leading three information sessions in August of 2011. Participants will be asked to complete exit surveys to assess their understanding.

This goal was made more informative but lacked a method for determining success.
Create your own goal. Start by reviewing the appropriate set of standards or by reflecting on your practice through a self-assessment or analysis of student work.