



SMART is an acronym for Specific, Measurable, Achievable, Relevant, and Time-bound. When goals have these five characteristics, individuals/units/organizations are more likely to achieve them.

SMART	Key phrases	Questions to Consider
<p>Specific Avoid vague phrasing that is open to interpretation. The more detailed your goal, the clearer it will be when it has been achieved.</p>	Clear and well-defined	What exactly will be done? Who is responsible? (applicable to unit/department goals) What resources or tools are needed? Where does this apply? Does the goal name a concrete action or deliverable?
<p>Measurable Avoid goals that cannot be tracked. Including a number, rate, or threshold lets you clearly monitor progress and determine whether you're moving in the right direction.</p>	Tracked and quantifiable	How will progress be tracked? How much/how many? What does success look like? Does the goal include a number, rate, or threshold? Does the goal reference from one point/state to the next?
<p>Achievable Avoid goals that are unrealistic given your current workload, resources, and available support. Goals should be challenging enough to drive growth without being out of reach.</p>	Realistic and within reach	Is this goal within my control? Do I have the capacity to do this? Is the goal challenging, but not unrealistic? Is the goal attainable given current resources and workload? Does the goal require additional support that is available?
<p>Relevant Create goals that matter to your role and align with departmental or institutional priorities. A relevant goal connects your individual work to the bigger picture.</p>	Aligned and meaningful	Does this align with my role at Florida Tech? Does this support departmental/unit priorities? Is the goal connected to institutional goals? Is the goal worthwhile at this time? Does the goal matter to our mission?
<p>Time-bound Associate a specific deadline or timeframe with every goal. A clear end date creates accountability and helps you pace progress toward completion. time frame associated with expected completion/goal attainment.</p>	Clear deadline	What is the deadline? Will it be completed by a specific date, within the academic year, on a quarterly basis, by the end of the semester/fiscal year?

Additional overarching questions to consider when creating goal statements:

- 1. Potential data sources:** What data or information do I already have access to that can inform or support this goal? If I do not have access to the information I need, do I need to work with another unit on campus or do I need to collect the information myself?
- 2. Peer benchmarking:** What are others in similar roles or institutions doing in this area that I can use as a reference point?
- 3. Potential issues/challenges:** What obstacles or competing priorities might get in the way of achieving this goal?

Performance vs. Professional Goals

When setting your goals, you will be asked to think about two distinct areas: how you perform in your current role and how you plan to grow professionally. While these areas often complement one another, understanding the difference will help you write goals that are intentional and purposeful.

Performance goals ask, "*How will I excel in what I'm already responsible for?*" while **professional development goals** ask, "*How will I become more capable than I am today?*"

Performance goals focus on *what you do in your current role*. They are tied to your existing job responsibilities, expectations, and outcomes. Think: improving a process, hitting a metric, delivering a project. These are about doing your job well.

Professional development goals focus on *how you grow beyond your current capabilities*. They are about acquiring new skills, knowledge, or credentials that expand what you're able to contribute. Think: completing a certification, attending a conference, learning a new tool or methodology.

Example Goals

Goal writing is a skill, and it is completely normal to find it challenging. The examples below are designed to help you see the difference between a goal that is too vague to be meaningful and one that clearly communicates what you plan to accomplish, how you will measure success, and when it will be done.

Vague Goal	SMART Goal
Increase publications	Submit two peer-reviewed manuscripts to a Q1 journal in my field by October 1, with at least one co-author from an external institution.
Improve student evaluations	Increase end-of-semester course evaluation scores within the instructor effectiveness dimension from 3.8 to 4.2 (out of 5) by piloting two active learning strategies in [insert course identifiers (e.g., MTH 2401)].
Help with enrollment and recruitment efforts	Participate in at least two prospective student recruitment events per semester and respond to all student inquiries within 5 business days throughout the year.
Grow as a leader	Complete one leadership development course or workshop (e.g., supervisory skills or emotional intelligence training) through [platform/provider] and implement at least one new practice with the team by June 30.
Support Florida Tech's strategic plan	Identify at least two unit-level activities or projects that directly support a strategic plan pillar, document their alignment in the annual assessment report, and submit findings to manager/supervisor by the end of the fiscal year.
Improve communication	Establish a bi-weekly divisional update cadence, including a written summary and a standing 30-minute team meeting, by September 1, and maintain at least 85% staff attendance through the end of the fiscal year.
Learn more about data	Develop proficiency in navigating and interpreting currently available Power BI dashboards by attending at least one end-user training session by September 1 and use dashboard data to support at least one documented strategic or operational decision through the end of the fiscal year.