



Writing Outcomes: Think SMART

Specific

- ❑ Clear and definite terms describing expected quality, efficiency, performance

Measurable

- ❑ It is feasible to get the data, data are accurate and reliable; it can be assessed in more than one way

Aggressive but Attainable

- ❑ Has the potential to improve the program

Results-oriented

- ❑ Describe what standards are expected

Time-bound

- ❑ Describe where you would like to be within a specified time period

From: Drucker, 1954





MATURE: Measuring Operational and Student Learning Outcomes

Matches

- ❑ directly related to the outcome it is measuring

Appropriate methods

- ❑ uses appropriate direct and indirect measures

Targets

- ❑ indicates desired level of performance

Useful

- ❑ measures help identify what to improve

Reliable

- ❑ based on tested, known methods

Effective and Efficient

- ❑ characterize the outcome concisely