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

**M**atches
  D  directly related to the outcome it is measuring

**A**ppropriate methods
  D  uses appropriate direct and indirect measures

**T**argets
  D  indicates desired level of performance

**U**seful
  D  measures help identify what to improve

**R**eliable
  D  based on tested, known methods

**E**ffective and **E**fficient
  D  characterize the outcome concisely