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