



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

D directly related to the outcome it is measuring

Appropriate methods

D uses appropriate direct and indirect measures

Targets

D indicates desired level of performance

Useful

D measures help identify what to improve

Reliable

D based on tested, known methods

Effective and Efficient

D characterize the outcome concisely