



Writing Outcomes:

Think SMART

From: Drucker, 1954

- **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

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