

Imagine embarking on a journey without knowing the destination. Such an excursion may be possible, even enjoyable, with unlimited time and resources. In the university environment, however, we must know the destination — or **end goal** — for priority initiatives, to use our time and resources wisely.

A well-crafted end goal is more than a vague idea; it's **SMART** - **S**pecific, **M**easurable, **A**chievable, **R**elevant and **T**ime-bound. SMART end goals enable focus, efficiency and measurable progress throughout an initiative.

Use the chart below to identify the components of your initiative's **SMART end goal**. Then combine them to articulate your complete goal.

Component	What it Means & Pro Tips	Key Questions to Ask	Your Turn
Specific	The outcome(s) to be delivered. Pro Tip: This is the final outcome, not a milestone en route to it. Pro Tip: An initiative with more than one distinct outcome will have more than one end goal.	What outcome(s) is this initiative striving to accomplish? <u>Examples:</u> • Increase student participation • Deliver our task force report	
Measurable	An objective measure of outcome achievement. Pro Tip: This can be a quantifiable target (i.e. percentages, costs, count) or a binary outcome (i.e. did we achieve it? yes/no). Pro Tip: For quantitative goals, know your baseline; if your baseline is unavailable, collect it as a milestone.	What quantitative goal are we aiming for? <u>Example:</u> Increase student participation by 50% OR What binary measure are we aiming for? <u>Example:</u> Did we complete our task force report? Yes or no? When baseline collection is a milestone: <u>Example:</u> By May 2029, increase student participation in our three signature programs by X%. (This end goal will be refined as baseline participation data become available).	

Component	What it Means & Pro Tips	Key Questions to Ask	Your Turn
Achievable	A reachable goal that inspires a little stretching.	Is this goal challenging, yet realistic? Do we have the resources (time, access to people and data, tools, etc.) to achieve it?	
Relevant	A goal that aligns with strategic directions or priorities.	Does this goal align with [the university or unit] strategic directions or priorities?	
Time-Bound	A named end point or completion date. Pro Tip: Specify at least a month, avoiding vague terms like "fall semester."	What is our target date to deliver the outcome? <u>Example:</u> July 1, 2025, or May 2030	

Now, put it all together.

Example: By August 2030, undergraduate student participation in the Course Ready course material delivery program will meet or exceed 85%.

Your SMART End Goal
Empty space for writing the SMART End Goal

Ready to break down your SMART end goal into the steps required to reach it? Visit the [Creating Your Roadmap: Milestones and Timeline](#) worksheet next.

Find more worksheets as part of the **Pack Practices for Successful Initiatives** on the [implementation planning tools page](#).

