

What is a S.M.A.R.T goal?

S.M.A.R.T is an acronym for Specific, Measurable, Attainable, Relevant, and Time-Bound. It provides guidance so that your goals are focused, allowing you to know exactly what you are working toward. Here are the definitions of each part of a S.M.A.R.T goal. On the next page, you'll see some examples.

SPECIFIC

Make your goal clear, detailed, and unambiguous. It should answer questions like Why do I want to achieve this goal? Who is responsible for making it happen? What do I want to achieve?

MEASURABLE

You need to indicate how you will measure if your goals have been achieved. This is usually a number, how much or how many.

ATTAINABLE

A good goal should challenge you to meet it but still be realistic and attainable. It should not be too extreme but help you move toward realizing your overall mission.

RELEVANT

Any goal you set for this program should be relevant to your work. What is your overall objective, and does this goal help achieve that? Is it aligned with your program, and is it worth doing?

TIME-BOUND

All goals should have a deadline or target date. This not only helps keep you focused but also lets others on your team know what is expected of everyone and how to best schedule their time.

Examples of S.M.A.R.T Goals and Ineffective Goals

Some of the examples below are not necessarily work or program related but will help you better understand how to create your goals.

INEFFECTIVE GOAL	S.M.A.R.T Goal
Visit Puerto Rico next year.	I will save \$50 per week for the next 15 weeks so I can visit Puerto Rico in May.
Run faster during the Crescent City Classic.	Workout at least 30 minutes per day, 3 times per week starting November 1 in order to run a 11-minute mile at the Crescent City Classic on Easter weekend.
Increase community outreach.	Sign up 10 new members to our environmental action group by May 31st, who will conduct outreach and educate community members on the harmful impact of the proposed chemical plant.

S.M.A.R.T Goals and Action Steps

You will use a template like this create your own S.M.A.R.T goals and add 2 to 5 action steps. Below is an example of a S.M.A.R.T goal and the steps you may take to achieve it.

S.M.A.R.T GOAL	ACTION STEPS
<p>EXAMPLE: Reduce food insecurity in the 7th ward within 2 years by establishing 50 backyard gardens and one community garden in order to provide access to healthy fresh food to 50 families and at least 150 people, regardless of income.</p>	1. Partner with at least 5 community-based organizations to host 10 information and recruitment sessions by March 1, 2025.
	2. Register 15 families for backyard gardens by April 30, 2025, using connections from community-based organizations and door-to-door outreach. These families will also act as ambassadors to register additional neighbors.
	3. Hold 3 community lunches or dinners with food grown at our 7th ward community garden and use these events to sign up at least 20 new families.
	4. Create a communications plan including social media, grassroots comms, and traditional media to get additional families to join the program. The plan will be complete by March 1, 2025 and have activities planned every month.
	5.