

## Tips for Writing Goals and Outcomes

### Writing Goals

A well-written goal:

- Describes *change*, not activities
- Can be short or long-term
- Is S.M.A.R.T.

#### Example:

As a result of completing the Pioneer Success Institute, PSI students will have a greater sense of belonging to the Lewis & Clark campus community.

Follow the S.M.A.R.T. guidelines when writing goals:

#### Specific

- Straightforward and well-defined
- Clear to anyone who has a basic understanding of the program

#### Measurable

- What is the scale of goal? Is it truly measurable?
- Define markers to identify when you have achieved your goal

#### Attainable

- Define a goal where success is realistic within your time frame
- Think of long-term success incrementally. Individual goals may scaffold toward the “big picture”
- Consider your resources

#### Relevant

- All goals should support your mission
- Consider each goal within the context of all your activities, and the activities of your partners on campus

#### Timely

- Provide enough time to achieve the goal, but so much that it becomes lost
- Set both short- and long-term goals. What can you do this semester? Over the next five years?

#### Remember:

- Keep focus on supporting the mission
- Goals describe changes, *not activities*
- Goals should not include changes outside the scope of your specific mission, such as “improving retention” or “improving the public image of Lewis & Clark.” These result from a combination of many goals with associated activities.

## Writing Outcomes

Outcomes will tell you:

- When you've met your goals
- How you will reach your goals

All outcome statements describe:

- **Who** will change
- **What** will change
- **When** change will result
- **How much** the target population will change
- How change will be **measured**

*Outcomes can also follow the S.M.A.R.T. principles.*

Example outcome statement:

**During mid-year and annual evaluation sessions, all SLS staff will define social justice; 80% of staff will report their SLS staff experience to have affected their understanding of social justice.**

### Remember:

- Outcomes are specific and measurable
- Outcomes are connected to a goal
- Goals can (and often should!) be supported by multiple outcomes
- It is good practice to *re-evaluate and potentially adjust* outcomes once specific programs and strategies are defined