**The SMART Process to Developing Measures**

Using the SMART Process ~ S

**Specific**. Use specific rather than generalized language: Clearly state the issue, the target group, the time and place of the program.

Using the SMART Process ~ M

**Measurable**. Be clear in the objective about what will be changed and by how much. Setting this clearly at the start makes it easier to evaluate:

Using The SMART Process ~ A

**Achievable**. Be realistic about what the program can achieve in terms of the scale/scope of what is being done, the time and resources available:

Using the SMART Process ~ R

**Relevant**. Sometimes called “reasonable” or “realistic.” Objectives should reasonably relate to, and be relevant to, the goal and your program activities. Remember objectives represent the building blocks toward meeting goals:

Using the SMART Process ~ T

**Timebound**. Be clear in the objectives about the timeframe in which the program/activities, as well as expected changes, will take place: