**SMART Objectives Template**

Sourced from: <https://www.cdc.gov/publichealthgateway/phcommunities/resourcekit/evaluate/develop-smart-objectives.html#template>

When it comes time to define the goals and objectives of your project, this template will walk you through the process of developing *specific, measurable, achievable, realistic, and time-based* objectives.

Once you have created the project’s goals, it is time to think about objectives and activities needed to accomplish these goals. Here’s an example:

**EXAMPLE 1:** Increase the number of people in public health informatics who are from minority groups or vulnerable populations.

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| **Not-so-SMART objective 1a:** Recruit from historically Black colleges and other minority institutions. |
| **Key Component** | **Objective** |
| **S**pecific - What is the specific task? | Inform minority students about the field of public health informatics and recruit them to join as professionals. |
| **M**easurable - What are the standards or parameters? | Number of minority institutions where recruitment activities are implemented; Number of new minority individuals who attend the Public Health Informatics Network (PHIN) conference |
| **A**chievable - Is the task feasible? | Yes, when connected to the training initiatives of national partner organizations. |
| **R**ealistic - Are sufficient resources available? | Not at the local or state level (no time or resources to commit to this activity). Involve national organizations. |
| **T**ime-Bound - What are the start and end dates? | One year – between the 2008 and 2009 PHIN conferences |
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| **SMART objective 1a:** From August 2008-2009, establish recruitment initiatives at historically Black colleges and other minority institutions in conjunction with the training initiatives of national partner organizations (e.g., NACCHO, ASTHO). |

**Use the following tables to help develop SMART objectives that will ensure you reach the goals set forth in your project.**

**GOAL 1:**

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| **Not-so-SMART objective 1a:**  |
| **Key Component** | **Objective** |
| **S**pecific - What is the specific task? |  |
| **M**easurable - What are the standards or parameters? |  |
| **A**chievable - Is the task feasible? |  |
| **R**ealistic - Are sufficient resources available? |  |
| **T**ime-Bound - What are the start and end dates? |  |
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| **SMART objective 1a:**  |

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| **Not-so-SMART objective 1b:**  |
| **Key Component** | **Objective** |
| **S**pecific - What is the specific task? |  |
| **M**easurable - What are the standards or parameters? |  |
| **A**chievable - Is the task feasible? |  |
| **R**ealistic - Are sufficient resources available? |  |
| **T**ime-Bound - What are the start and end dates? |  |
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| **SMART objective 1b:**  |

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| **Not-so-SMART objective 1c:**  |
| **Key Component** | **Objective** |
| **S**pecific - What is the specific task? |  |
| **M**easurable - What are the standards or parameters? |  |
| **A**chievable - Is the task feasible? |  |
| **R**ealistic - Are sufficient resources available? |  |
| **T**ime-Bound - What are the start and end dates? |  |
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| **SMART objective 1c:**  |

**GOAL 2:**

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| **Not-so-SMART objective 2a:**  |
| **Key Component** | **Objective** |
| **S**pecific - What is the specific task? |  |
| **M**easurable - What are the standards or parameters? |  |
| **A**chievable - Is the task feasible? |  |
| **R**ealistic - Are sufficient resources available? |  |
| **T**ime-Bound - What are the start and end dates? |  |
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| **SMART objective 2a:**  |

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| **Not-so-SMART objective 2b:**  |
| **Key Component** | **Objective** |
| **S**pecific - What is the specific task? |  |
| **M**easurable - What are the standards or parameters? |  |
| **A**chievable - Is the task feasible? |  |
| **R**ealistic - Are sufficient resources available? |  |
| **T**ime-Bound - What are the start and end dates? |  |
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| **SMART objective 2b:**  |

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| **Not-so-SMART objective 2c:**  |
| **Key Component** | **Objective** |
| **S**pecific - What is the specific task? |  |
| **M**easurable - What are the standards or parameters? |  |
| **A**chievable - Is the task feasible? |  |
| **R**ealistic - Are sufficient resources available? |  |
| **T**ime-Bound - What are the start and end dates? |  |
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| **SMART objective 2c:**  |

**GOAL 3:**

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| **Not-so-SMART objective 3a:**  |
| **Key Component** | **Objective** |
| **S**pecific - What is the specific task? |  |
| **M**easurable - What are the standards or parameters? |  |
| **A**chievable - Is the task feasible? |  |
| **R**ealistic - Are sufficient resources available? |  |
| **T**ime-Bound - What are the start and end dates? |  |
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| **SMART objective 3a:**  |

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| **Not-so-SMART objective 3b:**  |
| **Key Component** | **Objective** |
| **S**pecific - What is the specific task? |  |
| **M**easurable - What are the standards or parameters? |  |
| **A**chievable - Is the task feasible? |  |
| **R**ealistic - Are sufficient resources available? |  |
| **T**ime-Bound - What are the start and end dates? |  |
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| **SMART objective 3b:**  |

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| **Not-so-SMART objective 3c:**  |
| **Key Component** | **Objective** |
| **S**pecific - What is the specific task? |  |
| **M**easurable - What are the standards or parameters? |  |
| **A**chievable - Is the task feasible? |  |
| **R**ealistic - Are sufficient resources available? |  |
| **T**ime-Bound - What are the start and end dates? |  |
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| **SMART objective 3c:**  |