Examples of Objectives and Goals

Example 1:
Unit Goal (Broadly Written): Increase Enrollment at Sikeston. FY 21

Objective: Increase enrollment at the Sikeston location by 10% from the 2019 fall enrollment by January 2021.

Example 2:
Unit Goal (Broadly Written): Reduce Attrition of Transitional Students FY 21

Objective: Reduce attrition of students in transitional courses by 10% based on FY 18 cohort data by fall 2022.

Example 3:
Unit Goal (Broadly Written): Expand Patronage of Library Services. FY 21

Objective: Expand the types of patronage groups using Library Services by 5% over fall 2018 data by January 2021.

Write **SMART** *Objectives*

S **SPECIFIC** – state exactly what you aim to do
M **MEASURABLE** – qualify it
A   **ACTION ORIENTED** – requires action to achieve
R   **REALISTIC** – can you do it?
T   **TIME-LIMITED** – set a deadline

Under each Objective, specific tasks or "action plans" are implemented in an attempt to accomplish your stated goals and Objectives.

NOTE: An *Objective* is a statement of what you will achieve and by when. If your statement does *not* meet the **SMART** criteria, it may be a unit *goal*, which is broader in overall scope than an Objective. *Objectives* are specific to each Planning Unit. If it will take longer than one planning year, you may wish to break the *Objective* into two or three phases, each of which can be completed within the given planning year.