

## ***Writing Measurable Objectives for Student Services***

## **Goal:** Increase Student Engagement in Career Exploration

**Objective:** Increase the level of **sophomore** student engagement in career exploration activities by 10% for the total number of sophomore students during spring 2017, as compared with the number participating in career exploration activities during the spring 2016 semester.

### **Tasks:**

1. Provide a seminar designed for sophomore students each semester.
2. Advertise “career focused” activities on the web, posters & classes. **\$5,000**
3. Identify one key faculty advisor within each discipline to help.
4. Mail a luncheon “seminar” invitation to all new sophomore students. **\$ 1,000.**

### **Assessment Measures:**

Track number of responses to the invitation for “seminar” luncheon.

Survey the sophomore students to inquire if services were beneficial.

Ask for feedback from key faculty advisor regarding the level of need.

Evaluate the Sophomore Seminar to determine effectiveness.

180 day report results.

### **Intended Result:**

Successful career exploration program for students. Successful graduates as measured by the 180 day report.

### **Actual Results:**

Only **10%** of the sophomore students who replied attended the luncheon.

Students responded **favorably** to the level of benefit from services.

Key faculty feedback clearly identifies **a need** for sophomore students to received specific career services to meet their career development needs.

The **5%** who attended and **2%**, who responded to the survey regarding the effectiveness of the Sophomore Seminar, indicated that this was extremely beneficial. In addition, **100% of the returned surveys indicated that they wished they had a seminar on career exploration in their first year of college.**

---

### Use of Results for the 2018:

**Continue** the luncheon on career exploration, **adjust** to include once per month.

**Increase** the level and frequency of communication with key faculty champions.

**Design similar strategies for first-year students to attend.**

Provide an information seminar **for first-year students** on college services.

### **EXAMPLES OF WRITING SMART OBJECTIVES:**

- Increase student satisfaction with the services from the Financial Aid Office to eighty percent (80%) as indicated on the Graduation Student Survey for FY18.
- Implement On-line advising and electronic degree audits for students by fall 2017.
- Increase by 3% the number of graduates who gain employment within their field of study, fall semester 2017 compared with the comparable number in fall term 2016.
- Develop and implement a “return to college” program to motivate and prepare college dropouts to return to TRC by January 2017.
- Increase the level of sophomore student engagement in career exploration activities by 10% of the total number of sophomore students during spring 2017, as compared with the number participating in career exploration activities during the spring 2016 semester.

### 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, you will need specific tasks “action plan” needed to implement in an attempt to accomplish your stated goals and objectives.*

**Please 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 can be completed within the given planning year.