



# S.M.A.R.T. OBJECTIVES

What are S.M.A.R.T. Objectives and how do I write them?

# S.M.A.R.T. Objectives

## *What are S.M.A.R.T. Objectives?*

- S.M.A.R.T. is an acronym used to identify the characteristics of good objectives. S.M.A.R.T. objectives identify who should do what, under what conditions, according to which standards.

# S.M.A.R.T. Objectives

*What are S.M.A.R.T. Objectives?*

- S.M.A.R.T. objectives are:
  - *Specific*
  - *Measurable*
  - *Achievable*
  - *Relevant*
  - *Time-bound*

# S.M.A.R.T. Objectives

*What are S.M.A.R.T. Objectives?*

- **Specific:** The objective specifies what needs to be done with a timeline for completion
  - *Objectives should address the five W's:*
    - Who?
    - What?
    - When?
    - Where?
    - Why?

# S.M.A.R.T. Objectives

*What are S.M.A.R.T. Objectives?*

- **Measurable:** Objectives should include numeric or descriptive measures that define:
  - *Quantity*
  - *Quality*
  - *Cost*
  - *Pass/Fail (for example, “Test our ability to \_\_\_\_\_”)*

# S.M.A.R.T. Objectives

## *What are S.M.A.R.T. Objectives?*

### ■ **Measurable Cont.:**

- *Pass/Fail cont.*
  - Did you complete the objective? Did you fail to complete the objective?
    - *For example, if you completed the task but did not meet the set time frame this would be a fail, using this unit of measurement, and would be explained further in the improvement plan.*
- *The focus should be on observable actions and outcomes*

# S.M.A.R.T. Objectives

*What are S.M.A.R.T. Objectives?*

- **Achievable**: Objectives should be within the control, influence, and resources of exercise play and participant actions
- Objectives should be realistic goals or tasks based your local plans, policies, etc. and your jurisdictional capabilities

# S.M.A.R.T. Objectives

*What are S.M.A.R.T. Objectives?*

- **Relevant:** Objectives should be instrumental to the mission of the organization and link to its goals or strategic intent.
- Objectives should be written based on local plans, policies, procedures, guidelines, etc.



# S.M.A.R.T. Objectives

## *What are S.M.A.R.T. Objectives?*

- **Time-Bound:** A specified and reasonable timeframe should be incorporated into all objectives – two examples are listed below:
  - In a TTX, drill, functional, or full-scale exercise: “within the first hour” or “within the first week”
  - In a real-world event or workshop: “as soon as possible” (document when completion of the task was achieved and consider listing this as a strength or area for improvement)

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

- Determine what you want to test
- Write your objective to test this aspect of your plan, policy, etc.
  - *Include the S.M.A.R.T. components*

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

- Republic City OEM will test our ability to establish emergency sheltering, food, and hydration support, for up to 25% of people in our county, at the county fair grounds, within the first 72 hours following the onset of the event. We will utilize our existing mass care plans and reach out to our partners to provide these services throughout the response to the event.

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

Ask the following questions:

- What goal am I trying to achieve?
- Why am I trying to achieve this goal?
- Who is going to achieve this goal?
- When (within what time frame) is the goal going to be achieved?
- Where is this goal going to be achieved? (for example, “in \_\_\_\_\_ County” or “at the County courthouse, fairgrounds, EOC, etc.”)

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

Ask the following questions continued:

- How is this goal going to be achieved?
- How will I measure or determine if this goal is achieved?
- What is the time-frame for achieving/maintaining this goal?  
(For the first hour/week/month, throughout the event, etc.)

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

Ask the following questions continued:

- What goal am I trying to achieve?
  - *Establish emergency sheltering, food, and hydration*

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

Ask the following questions continued:

- Why am I trying to achieve this goal?
  - *To provide support for people in our county*

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

Ask the following questions continued:

- Who is going to achieve this goal?
  - *Republic City OEM*



# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

Ask the following questions continued:

- When (within what time frame) is the goal going to be achieved?
  - *Within the first 72 hours following the onset of the event*

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

Ask the following questions continued:

- Where is this goal going to be achieved? (for example, “in \_\_\_\_\_ County” or “at the County courthouse, fairgrounds, EOC, etc.”)
  - *At the county fair grounds*

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

Ask the following questions continued:

- How is this goal going to be achieved?
  - *We will utilize our existing mass care plans and reach out to our partners to provide these services*

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

Ask the following questions continued:

- How will I measure or determine if this goal is achieved?
  - *We'll test our ability to (pass or fail; we will complete the task or we won't)*

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

Ask the following questions continued:

- What is the time-frame for achieving/maintaining this goal?  
(For the first hour/week/month, throughout the event, etc.)
  - *Throughout the response to the event*

# S.M.A.R.T. Objectives

*How do I write a S.M.A.R.T. Objective?*

- Compile your answers to the questions into a sentence
  - *The order does not matter, list them in a clear and logical manner*
- Republic City OEM will test our ability to establish emergency sheltering, food, and hydration support, for up to 25% of people in our county, at the county fair grounds, within the first 72 hours following the onset of the event. We will utilize our existing mass care plans and reach out to our partners to provide these services throughout the response to the event.