

Introduction to being SMART

with your strategic planning goals, objectives, and outcomes



**AUBURN UNIVERSITY
DIVISION OF STUDENT AFFAIRS**

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AUBURN UNIVERSITY

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Strategic Planning Common Language

Vision

A vivid purpose statement of aspiration for the future derived from the organization's values and mission

Mission

A concise inspiring statement of purpose that defines the organization's prime functions

Values

Traits or characteristics considered intrinsic to or necessary for the optimal functioning of an institution or culture

Goals

Broad long-term aims for desired accomplishments

Objectives

Specific programs or processes implemented to achieve goals

Outcomes

Identifiable, measurable end results of a program

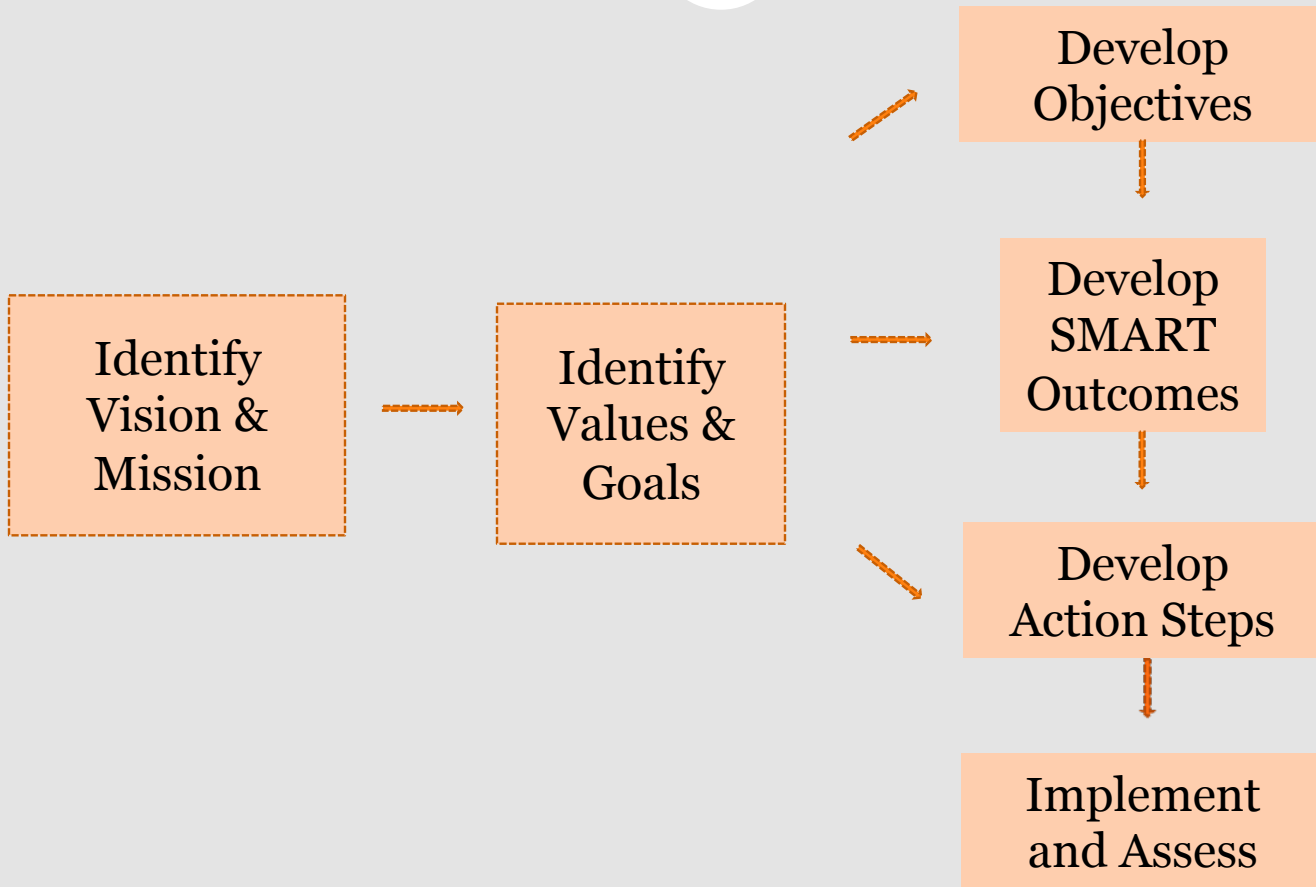
Action Steps

Incremental tasks necessary to achieve broader objectives

Assessment

A three-step process which includes the systematic collection, analysis, and use of information to make improvements

Strategic Planning Process



Collect Input From Stakeholders

DoSA Strategic Plan Overview

Vision

The vision of “Student Success” for the Division of Student Affairs is to empower students to be well-rounded and productive members of society who positively impact the world.

Mission

The mission of the Division of Student Affairs is to cultivate a healthy and supportive campus environment that engages students, advances learning, encourages leadership, and prepares students for future success.

Goal:

Student

Learning:

The Division will enhance learning through intentional co-curricular experiences and opportunities.

Goal:

Student

Engagement:

The Division will create meaningful opportunities for students to be actively engaged with the campus community.

Goal:

Health, Wellness, & Safety:

The Division will promote a healthy and safe campus community.

Goal:

Professional Readiness:

The Division will prepare students for professional success.

Objectives

Objectives

Objectives

Objectives

Outcomes

Outcomes

Outcomes

Outcomes

Action Steps

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Action Steps

What does it mean to be SMART?



- **S** – Specific
- **M** – Measurable
- **A** – Attainable/Ambitious
- **R** – Relevant/Resource-Conscious
- **T** – Time-Sensitive/Timely

S is for Specific



SPECIFICALLY: WHO, WHAT, WHERE, WHY, WHICH

- **WHO DO WE WANT TO IMPACT? WHO IS INVOLVED?**
- **WHAT DO WE WANT TO ACHIEVE?**
- **WHERE DO WE WANT THIS ACCOMPLISHMENT TO TAKE PLACE?**
- **WHY ARE WE WORKING TO ACCOMPLISH THIS TASK?**
- **WHICH AREAS WILL BE EFFECTED?**

M is for Measureable



HOW DO YOU KNOW IT IS PROGRESS IF IT IS NOT MEASURABLE?

INFORMATION CAN BE COLLECTED WITH EITHER OR BOTH QUANTITATIVE AND QUALITATIVE METHODS.

- **HOW MUCH?**
- **HOW MANY?**
- **HOW WILL WE KNOW IF WE'VE ACHIEVED WHAT WE SET TO ACCOMPLISH?**



Examples of Areas or indicators for Measurement

- Headcount of academic professionals having participated in multicultural training programs or conferences
- % of underrepresented academic professionals employed in SA units
- # of new and/or renovated facilities completed
- Amount spent for management and technology infrastructures (\$)
- Proportion of students receiving health information
- Satisfaction of students with regard to their experience with a particular program
- Skills learned by students as a result of their participation
- Culture of an organization



Information about data

- A baseline is needed in order to understand progress or areas for improvement.
- **Baseline Data:** information which serves as a basis for comparison in assessing a program's impact or effectiveness
- **Qualitative Data:** the collection and analysis of subjective data (words)
- **Quantitative Data:** the collection and analysis of objective data (numbers)

A is for Attainable yet Ambitious



GOALS, OBJECTIVES, AND OUTCOMES SHOULD NOT BE TOO EXTREME. THEY SHOULD BE REACHABLE WHILE STILL STRETCHING THE ORGANIZATION TO DO OR BE MORE.

- **CAN THIS BE ACCOMPLISHED?**
- **WILL THIS PUSH US TO BE OUR REALISTIC BEST?**
- **HOW WILL WE ACHIEVE THIS?**

R is for Relevant/ Resource-Conscious



SOME TASKS MIGHT BE SPECIFIC, MEASURABLE, AND ATTAINABLE; HOWEVER, THEY MAY NOT BE PERTINENT TO MOVING THE ORGANIZATION FORWARD.

- **DOES THE ORGANIZATION REALLY NEED THIS?**
- **IS THIS EFFORT WORTHWHILE?**
- **WILL THIS HAVE AN EFFECT ON THE DESIRED GOAL?**
- **DO THE BENEFITS OF DOING THIS OUTWEIGH THE COSTS?**
- **HOW DOES THE ORGANIZATION BENEFIT FROM THIS?**

T is for Time-Sensitive/Timely



GOALS, OBJECTIVES, AND OUTCOMES SHOULD BE PLANNED WITHIN A GIVEN TIMEFRAME. DEADLINES HELP WITH COMPLETION.

- **WHEN WILL WE DO THIS?**
- **IS IT FEASIBLE WITHIN THE PLANNING TIMEFRAME TO DO THIS?**
- **IS IT THE RIGHT TIME FOR THE ORGANIZATION TO WORK ON THIS?**

Getting Started



To develop SMART outcomes, use the template below and fill in the blanks.

By _____/_____/_____, _____
[WHEN – Time bound] [WHO and WHAT – Specific]

from _____ to _____
[MEASURE (number, rate, percentage of change and baseline)]

Questions?

