



### **S – Specific**

When setting a goal, be specific about what you want to accomplish.

### **M – Measurable**

This makes a goal more tangible because it provides a way to measure progress.

### **A – Achievable**

This focuses on how important a goal is to you and what you can do to make it attainable. The goal is meant to inspire motivation, not discouragement.

### **R – Relevant**

Relevance refers focusing on something that makes sense with the broader university and alumni board goals.

### **T – Time-Bound**

Anyone can set goals, but if it lacks realistic timing, chances are you're not going to succeed.

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## **The Easiest Way to Write SMART Goals**

When it comes to writing SMART goals, be prepared to ask yourself and other team members a lot of questions. The answers will help fine-tune your strategy, ensuring the goals are something that's actually attainable. While you should be as realistic as possible, it's important to approach writing SMART goals with a positive attitude. After all, this is something that you want to achieve.