When it comes time to define the goals and objectives, this template will walk you through the process of developing specific, measurable, achievable, relevant, and time-based objectives.

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| Specific - What is the specific task? |
| Measurable - What are the indicators and what change is expected? |
| Achievable - Is the task feasible? Enough time and resources? |
| Relevant – Does meeting this objective create practical change? |
| Time-Bound - What are the start and end dates?  \*Note: To quickly calculate percent change visit: <http://www.percent-change.com/> |

**Template of a SMART objective:**

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| From date1 to date2, who/target will change anticipated as indicated by amount of change anticipated from X to Y on indicator. |

Examples:

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| TYPE | SUPPORT GROUP: | OUTREACH: | PREVENTION: |
| **Not-so-SMART objective** | Support group participants decrease PTSD symptoms | Increase clients that come in for sexual assault services | Increase types of agencies that request prevention workshops |
| **SMART template** | From date1 to date2, who/target will change anticipated as indicated by amount of change anticipated from X to Y on indicator. | | |
| **SMART objective** | From September, 20XX to April, 20XX, members of the sexual assault support group will decrease PTSD levels as indicated by a 31% decrease from an average group score of 65 to 45 on the UCLA PTSD index. | From June to December, 20XX, walk-in clients will increase at Sexual Assault Services as indicated by a 40% increase from a previously monthly average of 25 clients to 35 clients. | From June to August, 20XX, the different type of agencies that contact Sexual Assault Services for prevention workshops will increase from two types (schools and churches) to five types (schools, churches, teen centers, community agencies, and civic organizations). |
| **Notes** |  | \*Note- sometimes the indicator IS described in the target and change. Here, to measure the number of walk-in clients we can literally count them so an additional indicator is not needed. (ie- the “orange” is not needed) | \*Note- the change from 2 types to 5 types is a 150% increase, but it did not seem necessary to include the percentage change since it is such a low sample size. |

EXAMPLE: Hold trainings, hang posters, send emails to city officials.

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| Not-so-SMART objective 1a:  Decrease rape myth acceptance in governmental leaders in Madison, WI | |
| Key Component | Objective |
| Specific - What is the specific task? | Decrease rape myth acceptance in governmental leaders in City-A through training and a media campaign |
| Measurable - What are the indicators and what change is expected? | Pre and post scores on the Illinois Rape Myth Acceptance Scale. We predict a 33% change in average scores based on an estimated baseline score of 66, which indicates neutral responses. |
| Achievable - Is the task feasible? Enough time and resources? | Yes! In one year with four trainings, monthly emails, and posters we believe we can shift social norms to this regard. |
| Relevant – Does meeting this objective create practical change? | Yes! How great to have city officials who are well educated on rape myths and can assist in social norms change. |
| Time-Bound - What are the start and end dates? | One year- between June, 20XX and June, 20XX |
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| Template:  From date1 to date2, who/target will change anticipated as indicated by amount of change anticipated (from X to Y) on indicator. | |
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| SMART objective 1a:  From June 20XX-20XX, City-A governmental leaders will decrease rape myth acceptance as indicated by a 33% increase (from a predicted baseline score of 66 to 88) in rape myth disagreement on the Illinois Rape Myth Acceptance Scale. | |

**Blank Templates:**

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| Not-so-SMART objective: | |
| Key Component | Objective |
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| Measurable - What are the indicators and what change is expected? |  |
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|  | |
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