SPECIFICALLY: Who, What, Why
What do we want to achieve?
Why are we working to accomplish this?
Who is responsible? Who do we want to impact?

MEASURABLE:
How will we know if we've achieved what we set?
How much? How many?

ATTAINABLE: but ambitious
Will this push us to be our realistic best?

RELEVANT:
Will this have an effect on the desired goal?
Is this effort worthwhile?

TIME BOUND:
Is it the right time for the organization to do this?
When will each of the steps occur? What is the detailed and specific timeline (plan of action)?

EVALUATE:
What tools will you use to measure the success?
How will you track use, etc?
What are the survey or evaluation questions that will measure success?

REEVALUATE
SMARTER STRATEGY CHECKLIST

☐ Strategy statement is **specific** about what trying to achieve and/or who trying to impact

☐ A **measurable** target is set (i.e. increase by 10%)

☐ The strategy is **attainable** but ambitious

☐ The strategy **relates** to the departmental goal and Campus Life pillar

☐ Leadership clearly identifies **who** is responsible

☐ **Timeline** is specific – identifies steps (plan of action) and approximate date to be accomplished

☐ Budget identifies the projected expenses and/or projected revenues

ASSESSMENT

☐ Metrics – a three-year trend table identifies **measures** of performance that relate to the strategy

☐ Satisfaction outcomes – an **evaluation** tool and survey question are identified with a three year trend table

☐ Learning outcomes – references the Campus Life Learning Outcomes by using the same language or if outcomes is more specific, references the Campus Life outcome

☐ Learning outcomes - an **evaluation** tool and survey question are identified with a three year trend table