

**S**

**Specific:** Make goals precise and tangible to provide clear direction.

**M**

**Measurable:** If you can't measure it, you can't manage it. Establish concrete criteria for measuring progress toward attainment of each goal you set, such as quantity, quality, and cost.

**A**

**Achievable:** Choose a goal that is attainable given the current skill level, timeframe, and resources.

**R**

**Realistic:** Devise a plan or way of getting there that makes the goal reasonable. Is the goal in line with the needs of the University? Is the learning curve realistic or too steep?

**T**

**Time-bound:** State the specific time for completion. Is the timeline reasonable?