

SMART Planning: Designing Effective Outcomes

To be truly effective planning tools, your goals and desired outcomes need to be focused and measurable, so you can determine whether you are actually achieving them or not. The SMART framework will help you design outcomes that will be the most helpful as you plan your outreach programming.

Specific

We want our outcomes to be as focused and direct as possible. Think concrete numbers, aims, and target practices or behaviors.

Measurable

To be able to effectively evaluate if we have achieved our outcomes, we want to make sure we can collect the relevant data.

Attainable

Can you realistically achieve this outcome, in the desired timeframe, given the resources at your disposal? Where is the baseline of knowledge or practice adoption of your target audience?

Relevant

Is this outcome helping you accomplish your desired impacts? Is this the most important outcome you should be focused on?

Time-fixed

When will you accomplish this outcome?

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Example: By **2025**, **250** farmers in **Lafayette** County will be **familiar** with cover crops, knowledgeable about their soil health benefits, and **confident** in their ability to **implement** the **practice**.

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Use this framework to design two outcomes that meet all the SMART elements.

Outcomes #1

Outcomes #2