REFERENCE GUIDE

Creating "SMART" objectives and identifying outcomes, outputs and measures for your SEAC proposal.

OUTCOMES

What is an outcome?

The outcome of your project is its impact on and benefits to a target population that are anticipated as a result of the achievement of your objectives.

Example words associated with "outcomes" include:

▪ Improved	▪ Standardized	▪ Advanced
▪ Increased/decreased	▪ Innovative	▪ Strengthened
▪ Expansion of	▪ Experience with	▪ Promotion of
▪ Adoption of	▪ Enhancement of	▪ Changed behavior/attitude
Integration of	Updated	Prediction of

OBJECTIVES

What is an objective?

An objective is a statement that captures in specific terms the intended/anticipated results of your project.

Why have objectives?

Creating clear objectives during the planning process and implementation of a project serves the following purposes:

- ▪ Helps planners integrate all aspects of the project
- ▪ Serves to connect implementation and evaluation to define impact
- ▪ Provides a clear focus for development and implementation
- ▪ Forms the basis for evaluating outcomes and success

What are the key components of a SEAC objective?

Objectives should be *"SMART:"*
      Specific
      Measurable/observable
      Attainable within scheduled time, budget, and conditions
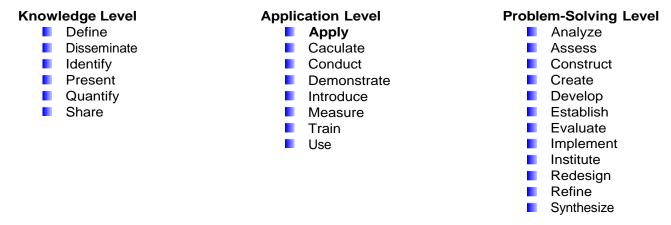   Results-oriented
       Targeted to the identified need and desired impact on/benefit to UNM SOM

How do I create a useful learning objective?

To create *specific, measurable,* and *results-oriented* objectives:

- It's helpful to finish the sentence, "Desired results of this project are to..."
- Start with an observable action word that captures specifically what your desired result is.
- Avoid ill-defined terms that are open to variable interpretation (e.g., understand, learn, grasp); use instead terms that describe directly observable results.
- When necessary, specify criteria concerning expected standard (e.g., "Identify and utilize an instrument with demonstrated validity and reliability.").

Examples of words at three levels of thinking are provided below.

Knowledge Level	**Application Level**	**Problem-Solving Level**
Define	**Apply**	Analyze
Disseminate	Caculate	Assess
Identify	Conduct	Construct
Present	Demonstrate	Create
Quantify	Introduce	Develop
Share	Measure	Establish
	Train	Evaluate
	Use	Implement
		Institute
		Redesign
		Refine
		Synthesize

To create *attainable* learning objectives:

- Consider the current level/status of the problem/area of identified need.
- Consider the conditions under which work of the project will take place (e.g., time, funding and other resources, support, facilities, staff, etc.).

To create objectives *targeted to the identified need of/desired impact on UNM SOM:*

- Ask yourself whether the desired impact requires knowledge, application, and/or problem-solving
- Match your action verb to the desired level (see lists of words above).
- Match learning objective with appropriate methodology.
- Ask yourself whether achieving the objectives can reasonably be expected to achieve the desired impact.

OUTPUTS

What is an output?

An output is a product of a project's activities. Example outputs include:

- Curricula
- Documentation
- Instruments
- Manuals
- Minutes
- Papers
- Presentations
- Programs
- Protocols
- Publications
- Tools
- Websites

Avoid confusing outputs (products) with outcomes (impact/benefit) and objectives (action statements articulating desired results).

MEASURES

How can outcomes/success be measured?

Measure What?
- Achievement
- Attitudes
- Development
- Effectiveness
- Efficiency
- Fit to Purpose
- Improvement
- Opinions
- Perceptions
- Performance
- Progress
- Quality
- Rate
- Satisfaction
- Timeliness
- Values
- Usefulness

Measure How?
- Checklist
- Clinical Trial
- Content Analysis
- Focus Group
- Interview
- Observation
- Questionnaire
- Self Report
- Statistical Analysis
- Survey
- Test

Quantify How?
- Categories
- Comparison to standard
- Difference
- Frequency
- Grade
- Increase/decrease
- Instances
- Percentage
- Rating
- Ratio
- Score