**S** • Specific
  - Should provide a precise outcome or accomplishment.

**M** • Measurable
  - Includes indicators to measure the degree of achievement

**A** • Attainable
  - Must be realistic
  - Should be challenging, yet within reach.

**R** • Relevant
  - Relevant to the overall goals of the department / division / university

**T** • Time-Based
  - Set within a timeframe with a specific target date. By when?