

## 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
- Increased/decreased
- Expansion of
- Adoption of
- Integration of
- Standardized
- Innovative
- Experience with
- Enhancement of
- Updated
- Advanced
- Strengthened
- Promotion of
- Changed behavior/attitude
- 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

- Define
- Disseminate
- Identify
- Present
- Quantify
- Share

### Application Level

- Apply
- Calculate
- Conduct
- Demonstrate
- Introduce
- Measure
- Train
- Use

### Problem-Solving Level

- Analyze
- Assess
- Construct
- Create
- Develop
- Establish
- Evaluate
- 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     | ■ Minutes       | ■ Protocols    |
| ■ Documentation | ■ Papers        | ■ Publications |
| ■ Instruments   | ■ Presentations | ■ Tools        |
| ■ Manuals       | ■ Programs      | ■ 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