Tips on Writing Measurable Objectives

1. A well-written objective is S.M.A.R.T.:
   - Specific
   - Measurable
   - Attainable
   - Realistic
   - Timebound

2. Your program objectives should always identify **WHO**, **WHAT**, **WHEN**, and **HOW**:
   - Who is involved?
   - What are the desired outcomes?
   - When will the outcome occur?
   - How will progress be measured?

3. Use action verbs in your objectives, such as:
   - Identify
   - Create
   - Report
   - Tabulate

4. The following example shows a vague, poorly worded objective, and a specific, measurable objective:
   - Poorly written objective:
     - Educate 90 students about sexually transmitted diseases (STFs).
     - This example doesn’t address any of the key questions:
       - Who is involved?
       - What are the desired outcomes?
       - How will success be measured?
       - When will the outcome occur?
   - Well-written objective:
     - By November 30, 2006, 90 incoming freshman students will view a STD awareness educational video, and be able to identify five preventative methods, as evidenced by results of a student survey administered by Healthcare professionals in the Campus Infirmary.