

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:
 - o 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:
 - o 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.