

GCU Students' Association - SMART Objectives Grid

SMART Objectives are Specific, Measurable, Achievable, Realistic and Time-bound:

- Specific: state what is to be achieved in a clear and detailed manner.
- Measurable: progress towards the desired outcome can be measured during the campaign and you will know when it is complete.
- Achievable: the outcome is something that is possible within the timeframe of your campaign – there are no barriers in place which mean this definitely cannot be achieved.
- Realistic: you have the resources available to achieve this outcome – this can take the form of time, money or even the necessary skills to take the campaign forward.
- Time-bound: In order to keep your campaign on track, it is important to set deadlines otherwise the campaign may lose momentum.

ETHICAL & ENVIRONMENTAL COMMITTEE

Objective	Outcome How will you know when the objective has been achieved?	Timescale for completion
Encourage Student Engagement with Sustainability	There will be an increase in membership to the ethical and environmental group. This will be evidenced by the Associations' annual survey in which we ask students' about their awareness of, and engagement with the work.	January 2019
Increased awareness of current sustainable provisions	The Annual survey conducted by the Students' Association will show an increase in the awareness of both Association and University initiatives.	January 2019
Decrease Carbon Footprint at GCU	By promoting cycling facilitates on campus, the hope is that more students will choose this method of transport. The university conduct an annual carbon emissions report in which they investigate student transport options. The hope is this campaign will provide an increase in students' choosing this option.	October 2019