

GCU Students' Association - SMART Objectives Grid and Guidance

Objective	Outcome How will you know when the objective has been achieved?	Timescale for completion
To update our Sustainability and Fairtrade Policy	The policy(s) have been approved by relevant committees (Student Voice, Trustee Board, University Court)	January 2019
To further develop our Ethical and Environmental community	Increased number of students attending meetings; Increased number of posting on Facebook by GCU community	May 2019
Promote eco-friendly alternatives to disposable takeaways in campus catering outlets	Increase access to alternatives to disposable takeaway containers	October 2019

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.

When creating your objectives and desired outcomes use the definition above to make sure that they can realistically be achieved with the resources you have at your disposal and in the time frame you are working within.

It is good to be ambitious but don't put down objectives which you know to be unachievable.