Goal setting is an essential component of assessing outreach – without knowing what you are trying to achieve it will be impossible to measure success. Using the SMART framework you can set easily measurable goals and establish a meaningful evaluation framework tied to institutional priorities.

**Draft Goal:** Increase student use of the library

**S**
- Good goals are **Specific** – vague goals do not set a strategic direction. Tying your goal to an offering at your library can help you measure your success in the long-run.

**M**
- Offerings might include:
  - Programming
  - Promotions
  - Advertisements
  - Services
  - Products
  - Public Relations
  - Development

**A**
- Methods of data collection might include:
  - Focus Groups
  - Surveys
  - Counts & Metrics
  - Benchmark Data & CAGR
  - Mixed Methods
  - Content Analysis
  - Space Use & Behavioral Data
  - Evaluation Frameworks

**R**
- Goals should also be **Measurable**. We need data to tell us where we’ve started and how we’ll know we’re successful. Libraries collect a lot of operational data (circulation stats, gate count, etc.) automatically – but a lot of usable data comes from qualitative or quantitative investigations, market research initiatives or ratio calculations.

**T**
- Goals should be **Achievable**. We need to look at what our average performance looks like – and then decide what an achievable standard of growth would be for a single evaluation cycle.

- Transform your standard data collection from an inventory of data – to a benchmark of performance and insight for growth strategy.
  - What did we do? Did we do it better than last time?
  - How much of it did we do? Did we do more of it than last time?
  - Where did we do it? Is there a better/more strategic choice?
  - How many people came? Did more people come than last time?
  - Which people came? What percentage of our audience did we capture?
  - How much did we spend? Did we spend less than last time? What is the ROI?
  - How long did it take us to do it? Are we getting more efficient?

- Your goals should be **Relevant** to both your organization and audience. Think about the behaviors you are trying to drive. Are students supposed to follow you on Instagram, show up for an event, or use an E-Resource? Using the AIDA model you can create a taxonomy of behavioral responses to your messaging or marketing initiatives.

- Goals should be **Timebound** and relevant to institutional priorities. This will give you both an end date to report your success and a deadline that will be useful to the stakeholder to whom you are reporting.

**Example Timelines:**
- By the end of the semester...
- In the next academic year...
- During the calendar year 2021...
- During FY22
- During Welcome Week on campus...
- By the end of Freshman writing....
- At the time of graduation....

**Goal Transformation:** By the end of FY21, the library will increase our citation workshops by 50%, increasing capacity for attendance from 200 students to 300.