Goals and Measurable Objective Chart

The purpose of this chart is to help the Applicant and Reviewer understand the goals and objectives of a project. RMC recommends the SMART method when planning your project. Each letter in the SMART acronym stands for a different benchmark. The most common definitions are as follows:

S = Specific (go to the point, use clear language),
M = Measurable (how you will measure your success)
A = Achievable (be realistic and believable),
R = Relevant (be aligned with your mission and values), and
T = Time-Bound (establish a specific time to accomplish your goals)

An example of a previously submitted table is provided below. Please use the provided template to complete the chart. *Specific metrics to include in the chart if applicable are the following: jobs created/retained; individuals served if appropriate; instruction hours delivered; services delivered; studies or research tools created; loans made if appropriate; dollar amount of capital investments if appropriate.*

Example:

Goal	Measurable Objectives
Connect with X number of new individuals	Conducted three (3) community information sessions (give dates of number of individuals in attendance). How many have continued in the program?
Reduce attrition from program	No less than 85% attend at least 8 of 10 sessions
Achieve diverse participation in program	A minimum of 50% women, 25% minority Maryland demographics: 49% Male, 51% Female 76% White, 20% Black, 3% Hispanic, 1% Asian/Other
Establish new businesses in the region	3 new businesses per course, 6 total for year
Create new jobs in the region	6 new jobs per course, 12 total for year
Return on investment	1 new job per ≈ $5,000.00 spent on program overall 1 new job per $1,243.54 of MAERDAF funding

RMC Project Goals and Measurable Objectives Chart

Goal	Measurable Objectives