

Program Goals and Objectives

Program goals are...

BROAD Statements (Your Destination)

- **B**old and innovative
- **R**esponsive
- **O**rganization-wide
- **A**spirational
- **D**ynamic

Objectives are...

SMART Goals (Your Mile Markers)

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**imely

Carried out through an
**Action Plan
(Your Road Map)**

Recognized and accepted as important by all