

## Is it a STRATEGY or a GOAL?

It's easy to confuse goals and strategies! **Goals** should be SMART:

- S:** Specific and clearly stated
- M:** Measurable and based on data
- A:** Attainable and realistic
- R:** Related to student achievement and performance
- T:** Time bound

In other words, they are written in terms of student outcomes and should tell what you want to accomplish, by when, and how progress will be measured.

Here are some examples of goal statements that are SMART:

“At least 78% of our 5th grade students will be proficient or above in mathematics as measured by the spring 2017 ISAT.”

“From Fall 2017 10<sup>th</sup> grade ISAT testing, increase by 5% the percentage of 10<sup>th</sup> students who are achieving at the proficiency level or higher.”

“Beginning with January 2018, increase reading fluency by 15% each quarter as measured by the 2<sup>nd</sup> Grade IRI.”

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**Strategies** are action statements and say what you will do to achieve the goal. Strategies identify how you will get to the goal.

Examples are:

“Purchase full sets of math manipulatives and provide professional development for staff on the effective use of these new materials.”

“Provide all high school core teachers with training on reading in the content areas.”

“All second grade teachers will be provided with collaboration time to meet and discuss with their grade level team members reading interventions for their students who are performing below grade level in the area of reading.”

*Adapted from “The “Live” Motivation Continuum.” Holcomb, E.L. (2004) Getting Excited About Data (2<sup>nd</sup> Ed.): Combining People, Passion and Proof to Maximize Student Achievement. Thousand Oaks, CA: Corwin Press.*