Mission –

The mission statement should be clear and brief. Make it easy to remember and easy to communicate yet strong enough to inspire. Try to review your statement at the onset of each assessment cycle in order to be sure the activity of unit is being adequately reflected.

Goals –

Goals should be brief, broad statements of intent that provide greater focus than mission statements but not as much focus as objectives. Goals provide focus or vision for planning. Goals are warm and fuzzy. They are non-specific, non-measurable, and usually cannot be definitively attained. They exhibit clear relevance to the mission statement, but remain non-specific and non-measurable. Goals are “aspirations.”

Outcomes/Objectives –

Outcomes and Objectives are realistic targets for programs. Outcomes and objectives are written in an active tense and use strong verbs like “plan,” “write,” “conduct” and “produce.” Who is going to do what, when, why (what will be demonstrated or achieved), and to what standard?

High quality outcomes are: **S.M.A.R.T.**

Specific, **Measurable, Achievable, Relevant, and Time-Referenced** (S.M.A.R.T.)
Achievement Target –

The desired level of performance (satisfaction, productivity, efficiency) each measure should specify. What you would consider an acceptable assessment finding.

\[
\text{Achievement Target} = \text{Outcomes/Objective} \\
\text{Outcomes/Objective} = \text{Achievement Target}
\]

Measures & Findings –

Measures are sources of evidence from which you gain the data/information used to assess your selected outcomes/objective.

Findings are your actual assessment results.

Action Plans –

Action Plans are developed for all objectives that are not “MET”. They include the course of action that will be taken to modify processes, operations, or practices that will help you reach your unit outcomes/objectives. This may also include modifying the intended outcome or measure. Action plans are what you do with your assessment results to improve your assessment methodology.

Achievement Summary Analysis –

The Achievement Summary Analysis explains what your FY findings mean and how they have been used or will be used to improve future outcomes.