

Using SMART Goalsetting

in your strategic plan

A little bit about me...

▶ Pascual Maestas

- ▶ Former Taos High School mathematics and economics educator
- ▶ Undergraduate degrees in economics and international studies from the University of South Florida
- ▶ Graduate degree in economics and public utility regulation from New Mexico State University
- ▶ Taos Municipal Schools Board Member since 2020
- ▶ Town of Taos Councilmember 2018-2022
- ▶ Town of Taos Mayor 2022-2026

Why Use SMART Goals?

- ▶ Use unambiguous language to ensure everyone has the same understanding of the goal
- ▶ The goal is defined using data and numbers
- ▶ Can align goals to superintendent evaluation

What is a SMART Goal?

- ▶ **S** - Specific
- ▶ **M** - Measurable
- ▶ **A** - Attainable
- ▶ **R** - Relevant
- ▶ **T** - Time-Bound

Example 1 - Specific

- ▶ *Increase student performance*
- ▶ Increase student math performance
- ▶ Increase 3rd grade math proficiency by 50 percent
 - ▶ Proficiency increases from 30% to 45%. Was the goal met?
- ▶ Increase 3rd grade math proficiency by 50 percentage points
- ▶ Increase Class of 2032 math proficiency by 50 percentage points

Example 1 - Measurable

- ▶ Increase Class of 2032 math proficiency by 50 percentage points
 - ▶ How do we measure it?
- ▶ Increase Class of 2032 math proficiency by 50 percentage points as measured by student grades.
 - ▶ Is this an objective, fair, and standard measure of proficiency?
- ▶ Increase Class of 2032 math proficiency by 50 percentage points as measured by MAPS testing.

Example 1 - Attainable

- ▶ Increase Class of 2032 math proficiency by 50 percentage points as measured by MAPS testing.
 - ▶ Is this goal attainable?
- ▶ Increase Class of 2032 math proficiency by 5 percentage points as measured by MAPS testing.
 - ▶ Is this goal attainable?

Example 1 - Relevant

- ▶ Increase Class of 2032 math proficiency by 5 percentage points as measured by MAPS testing.
 - ▶ Is this goal relevant?
- ▶ Increase Class of 2032 math proficiency by 15 percentage points as measured by MAPS testing.
 - ▶ Finding the balance between “achievable vs. relevant”

Example 1 - Timebound

- ▶ Increase Class of 2032 math proficiency by 15 percentage points as measured by MAPS testing.
 - ▶ How long will it take to attain this goal?
- ▶ Increase Class of 2032 math proficiency by 15 percentage points as measured by MAPS testing within 4 years.
 - ▶ It is time-bound and attainable, but is it relevant?
- ▶ Increase Class of 2032 math proficiency by 15 percentage points as measured by MAPS testing within 2 years

Example 1 - How

- ▶ Increase Class of 2032 math proficiency by 15 percentage points as measured by MAPS testing within 2 years
- ▶ Additional letter “H” telling your superintendent “how” to achieve the goals
- ▶ SMARTH isn’t a word!
- ▶ Leave the “how” up to your superintendent

Example 2 - SMART

- ▶ Increase teacher satisfaction
 - ▶ No need to start with “S”
 - ▶ How to measure teacher satisfaction?
- ▶ Increase teacher satisfaction using the Taos Municipal Schools Teacher Satisfaction Survey - Measurable
- ▶ Average teacher satisfaction of the TMS Teacher Satisfaction Survey increases to a 4 (Satisfactory) within two years.

Example 2 - SMART

- ▶ Average teacher satisfaction of the TMS Teacher Satisfaction Survey increases to a 4 (Satisfactory) within two years.
 - ▶ Is it Specific?
 - ▶ Is it Measurable?
 - ▶ Is it Attainable?
 - ▶ Is it Relevant?
 - ▶ Is it Time-Bound?
- ▶ Remember, your strategic plan is a working document.
- ▶ 95% of teachers will take the Teacher Satisfaction Survey by the end of the current school year.

Example 3 - SMART

- ▶ Win a Division AAAA District 2 Football Championship by 2025
 - ▶ Is this goal SMART?
 - ▶ Is it relevant?
 - ▶ Is this the measure by which you evaluate your superintendent?
 - ▶ Consider the opportunity costs and the feedback you have heard from community members

Example 4 - SMART

- ▶ Decrease drop out rate to 15% by 2024
 - ▶ You should also consider how you will present your goals to the public
- ▶ Increase graduation rate to 85% by 2024
 - ▶ Is this goal SMART?

Example 5 - SMART

- ▶ Reduce substance abuse in the school district by 20%
- ▶ Is this a SMART goal?

STRATEGIC PLANNING

Strategic Goal

State the Goal That Will Be Addressed

Rationale for Goal

Why is This Goal Important, Why is it Needed?

Action Plan (To Address Goal)	Strategies to Accomplish the Action Plan	Evaluation (KPI)	Completion Date	Responsible Party