

Action (SMART Goal) 目標

對誰有help "誰"長怎樣

- **Specific** Whom will you need to reach to advance these changes? Whom are you reaching today? Do you need to reach a new community? A more targeted community? A larger community?

- **Measurable** What does success look like? How will you know you've been successful? What will be early signs of progress? What will be the ultimate indicator of success?

- **Achievable** What kinds of engagement do you believe will be necessary to produce the

desired impact? What can be accomplished through passive exposure to content? What would interactive and more participatory engagement with your content look like and accomplish? How might you engage your community from the outset to help design and create the work, rather than just receive and consume it?

- **Realistic** What's realistic given your resources?

- **Timely** How long will it take to see an impact?

Strong goal statements articulate:

Intended results for community

- whom you will reach

희망 도움사님.

Engagement

호환

- how they will interact with your content

Impact

목표

- what will change as a result