



# S.M.A.R.T. GOALS NEED SMART METRICS

“Increase engagement with \_\_\_\_ dept. by 30% each academic year.”

“WHAT GETS  
MEASURED GETS  
IMPROVED.”

- Peter Drucker

THINGS THAT ARE  
EASY TO MEASURE  
AREN'T ALWAYS THE  
BEST METRICS.

- Doug

WHAT'S THE ALTERNATIVE?