What are SMART strategies? SMART strategies are:

- **Specific**: Is the strategy detailed enough that someone who isn’t a part of our team would know what needs to be done and how?
- **Measurable**: Is there a clear way to measure success?
- **Actionable**: Is there a clear series of steps to take to accomplish your strategy?
- **Realistic**: Is it possible to reach this strategy considering the resources available to your team?
- **Time Bound**: When will the strategy be accomplished?

Two sample SMART Strategies:

1. **Academic College X** will double the number of research collaborations and funding proposals focused on sustainability by June 2015.

2. **Support Unit Y** will create and pilot a new sustainable purchasing program for at least two commodities by August 2014.

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2. Use the table below to help you focus on your strategy. Refer back to page 8 for leading questions and an example.

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3. Use the sample SMART Strategy statements on page 8 to help you write your unit’s SMART Strategy.

You can write drafts of your strategy statement here. Keep trying different versions until it is clear and meets the SMART Strategy framework. Finally, be sure to decide who is responsible for making the strategy happen.

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