

# SMARTIE GOALS

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Most managers are familiar with SMART goals—Specific, Measurable, Achievable, Relevant, and Time-bound. Long the gold standard, incorporating these elements makes measurement and eventual successful achievement of goals much more likely.

## Improving on a good thing

Today, many nonprofits are looking deeply into their organizational culture and seeing that improvements are necessary. White privilege, systemic racism and other inequities are much more deeply embedded in our systems than many of us realize.

Nonprofits can begin to address equity and inclusion by upgrading from SMART to SMARTIE goals.

## Inclusion and equity in goal setting

SMARTIE goals add inclusion and equity to the traditional way of writing goals. According to [The Management Center](#), SMARTIE goals change an organization’s commitment to diversity, equity and inclusion from aspirational into actionable.

The “I” stands for “Inclusion” and brings traditionally marginalized people into the process in a way that clearly shares power.

The “E” stands for “Equity” and addresses systemic injustice, inequity or oppression.

Here are a couple of examples of how to change a SMART goal to a SMARTIE goal:

SMART Goals	SMARTIE Goals
75% of participating parents report increased knowledge of parenting skills after 6 weeks in the program.	75% of participating parents report increased knowledge of parenting skills after 6 weeks in the program, with skills approved by target community members and results reported back to the community within 1 week of end of program.
Increase educational programming for children at our nature preserves by 50% by the end of the year.	Increase educational programming for children at our nature preserve by 50% by the end of the year; beginning with programs targeting needs expressed by children in underserved groups and ensuring they can access the programs affordably and physically.
80% of participating youth are free of alcohol use 6 months after graduating from the program.	80% of participating youth are free of alcohol use 6 months after graduating from the program; the evaluation team to be led by POC* and to involve target youth in the creation of measurement indicators.
10% of special event attendees become annual donors by year end.	10% of special event attendees become annual donors by year end . . . with staff and board members trained on outreach to POC donors.
Board will fill all vacancies by May 1.	Board will fill all vacancies by May 1, ensuring membership is at least 20% POC and POC are in leadership positions

\* POC = People of Color