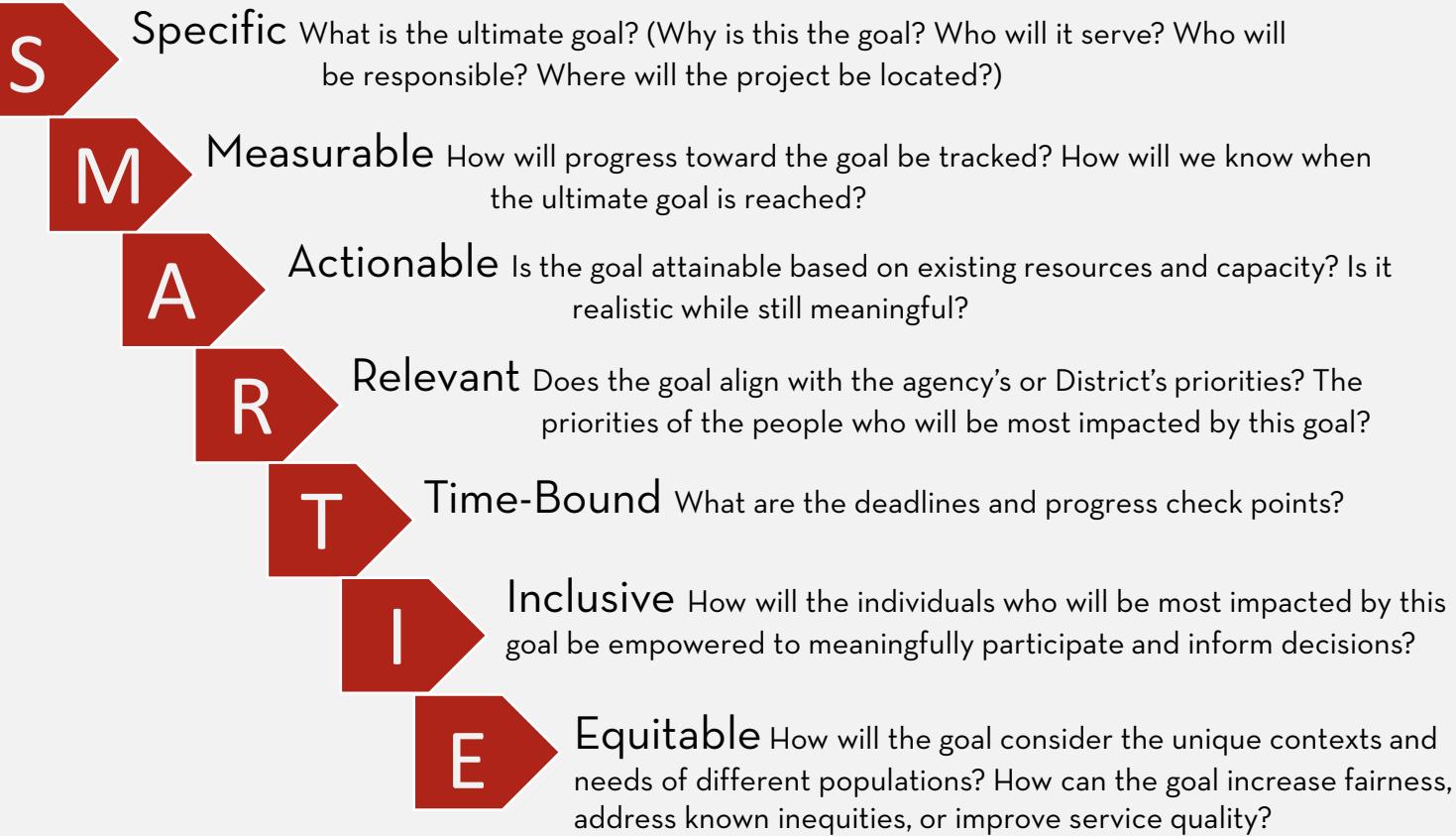# MAYOR'S OFFICE OF RACIAL EQUITY

Turning SMART Goals into SMARTIE Goals
Centering Equity and Inclusion in Planning and Goal-Setting

District government uses a SMART framework to develop goals and set objectives that promote effective and efficient operations. SMART goals are Specific, Measurable, Achievable, Relevant, and Timebound. By adding Equity and Inclusion to the goal-setting process, we can help advance the District's commitment to racial equity by intentionally planning clear steps to create change.

S — **Specific** What is the ultimate goal? (Why is this the goal? Who will it serve? Who will be responsible? Where will the project be located?)

M — **Measurable** How will progress toward the goal be tracked? How will we know when the ultimate goal is reached?

A — **Actionable** Is the goal attainable based on existing resources and capacity? Is it realistic while still meaningful?

R — **Relevant** Does the goal align with the agency's or District's priorities? The priorities of the people who will be most impacted by this goal?

T — **Time-Bound** What are the deadlines and progress check points?

I — **Inclusive** How will the individuals who will be most impacted by this goal be empowered to meaningfully participate and inform decisions?

E — **Equitable** How will the goal consider the unique contexts and needs of different populations? How can the goal increase fairness, address known inequities, or improve service quality?

Sample SMARTIE Goals

SMART	SMARTIE
Create XYZ working group on ABC topic to produce program recommendations by XX date…	…comprised of staff who represent different seniorities, experiences, and job functions, and including staff who will ultimately be responsible for day-to-day implementation.
Apply for XYZ grant to expand ABC program over XX years…	…and set aside $XXX amount to collect and analyze program data by race, ethnicity, and other demographic factors to better understand program outcomes.

Please reach out to the Office of Racial Equity (racialequity@dc.gov) or your cluster point of contact with questions.

Resources

1. The Management Center, "From SMART to SMARTIE: How to Embed Inclusion and Equity in Your Goals," May 3, 2021. https://www.managementcenter.org/resources/smart-to-smartie-embed-inclusion-equity-goals/
2. The Centers for Disease Prevention and Control, "From SMART to SMARTIE Objectives," https://www.cdc.gov/cancer/dcpc/about/foa-dp22-2202/pdf/smartie-objectives-508.pdf.