



Meeting 2

Dungeness Crab Task Force

San Francisco, CA

September 8th – 10th 2009

DAY 2



Outline

- Description of Workgroup Approach
- What is a S.M.A.R.T. objective?
- Exercise to create S.M.A.R.T objectives



Description of workgroup approach

- Establish three Workgroups
- Each Workgroup is essentially equal regarding distribution of Members (i.e. geograpy, tier, role in fishery, etc.)
- Each Workgroup is assigned one Problem Category
 - Capacity
 - Profitability and Equitability
 - Sustainability of Communities and Fishery
- Workgroups go to breakout session. Report back and follow up with full DCTF through the day



What are S.M.A.R.T. objectives

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant
- **T**ime-based

WHO will do **WHAT**, by **WHEN**, and to **WHICH** Standard?



What are S.M.A.R.T. objectives

Specific

- People need to know what to do
- It's concrete, detailed, focused and well defined.
- It emphasizes actions and required outcomes.
- Use action verbs (e.g. increase, establish, reduce, etc.)



What are S.M.A.R.T. objectives

Measurable

- Sets a metric that can be measured
- Ability to track the results of actions taken
- Helps show progress
- You know when it hasn't been achieved, when it's been met, and when it's been exceeded



What are S.M.A.R.T. objectives

Achievable

- Idealistic and challenging but...
- Not so hard that people feel it can't be achieved and that they lose motivation
- Available resources to get it done (human and financial) or...
- Acknowledges a way to get needed resources



What are S.M.A.R.T. objectives

Relevant

- Will it lead to the desired outcomes?
- Must have meaning for those involved
- Ask yourself, how does it “relate” to your constituents / interests



What are S.M.A.R.T. objectives

Time-based

- When will the objective be accomplished?
- Set a target date and milestones to keep yourself on track



Types of S.M.A.R.T. Objectives

Impact Objectives. Tell how you will change attitudes, knowledge or behavior and describe the degree to which you expect this change.

Example: By November 15, 2010, market research will indicate increased awareness of and demand for fresh crab by at least 10% of survey respondents



Types of S.M.A.R.T. Objectives

Outcome Objectives. Tell what the long-term implications will be by describing the expected outcome and benefit. (Outcome objectives are sometimes not measurable because many different elements may influence what is being measured.)

Example: By December 31, 2010, market bookings for fresh crab will have increased at least 10%, market value of fresh crab will exceed processed crab on a per pound basis by at least 5%, and processors will remain viable with a target of XX pounds stored for rest of year orders.



Developing Measurements of Success

- Once objectives are clear, develop ways in which progress will be measured
- Identify ways the objective has been achieved (if you can't find ways, consider re-stating your objective)
- Establish mechanisms to gather qualitative and quantitative data
- “What will indicate success and how will you measure it?”