Performance Review & Development (PRD)
Smart Objective Examples

Below you will find some examples of the type of objectives that you might include in your PRD. The relevance of the objective to you will depend on your role and level of responsibility that you have. For example, objectives concerning leadership or management might be less relevant to new colleagues.

Colleagues are encouraged to refer to the Academic Career Development Framework, the Research Framework and the Professional Development Framework criteria for completing their objectives.

Academics and Researchers

Research

- To develop, and design xx research proposals as a normal part of undertaking research, objectives and projects by dd/mm/yy which are successfully approved.
- To deliver xx presentations or exhibitions at national and international conferences and other similar events which receive x% of feedback from delegates which is rated good or very good.
- To apply innovative teaching techniques including technology enhanced learning, which create interest, understanding and enthusiasm amongst students, as measured through improved evaluation results of xx%.
- Attain national recognition of leadership in the profession or discipline by publishing research outcomes and/or presenting a paper at a (named) national or international conference to be held on dd/mm/yy.
- To be successful in obtaining x number of research grants/specific research grants by dd/mm/yy.
- To increase percentage of successful research funding applications by x per cent by dd/mm/yy.
- To improve External Presence by effectively managing the school’s social media accounts, and growing the follower base by xx% in the next academic year.
- To increase the number of Research students by investigating new PhD opportunities.

Teaching and Learning

- To identify one area for enhancement within my current learning, teaching and assessment practice, reflecting on appropriate evaluation from students and other evidence, and develop an action plan by dd/mm/yyyy.
- To work with relevant colleagues on the development of the new XX module for approval to be received by the start of the next academic year.
● To create and share Teaching and Learning materials throughout the academic year, such as Moodle platforms, textbooks and blogs.
● To develop a substantial revision to the programme structure and content of XX course before the next due commencement of XX course.
● Support the school in increasing student recruitment by XX% on previous year’s recruitment.
● To contribute to improvement of XX% overall satisfaction in the School’s Student Survey this year.
● To engage in continuing professional development in relation to teaching, learning, assessment, and as appropriate, related academic or professional practices throughout the academic year.

**Academic Leadership**

● To take on the responsibilities of XX Module/Programme/Subject Group Chair by dd/mm/yy.
● To engage in Teaching and Learning activity outside the university, such as external examining or membership of national or international bodies and editorial boards.
● To take on membership of XX School/University committee by dd/mm/yy.
● Obtain a role as an external examiner by dd/mm/yy.
● To lead in the management, support and development of xx research students by dd/mm/yy.
● To support or mentor xx members of staff in research area, including Early Career Researchers, to build capacity and capability by dd/mm/yy.
● To mentor and support xx new academic colleagues as part of their induction.
● To supervise successfully xx postgraduate research students in learning and teaching by dd/mm/yy.
● To undertake, complete and record in Core Talent, all PRD’s with my reportees within timescales set out by the University.
● To create a school learning and development plan for management team and whole school that connects to the university strategy.
● To ensure that 100% of information and records processed (received, created, used, destroyed) on behalf of the University are managed in compliance with the applicable legislation/regulations and internal policies e.g. Data Protection Policy.
● To support or mentor xx members of staff in research area, including Early Career Researchers, to build capacity and capability by dd/mm/yy.
● To supervise successfully xx postgraduate research students in learning and teaching by dd/mm/yy.
Professional/Technical Services

- To review the school's filing systems and make recommendations for improvements to Line Manager by mm/yy with agreed implementation of recommendations by dd/mm/yy.
- Develop and implement an action plan to reduce error costs in accounting by dd/mm/yy resulting in accurate accounting report standards within two weeks of the monthly close.
- To effectively and efficiently take the lead on organising the logistics for a Conference scheduled for dd/mm/yy by achieving a score of 4 out of 5 on average from customers on the feedback form under ‘effective organisation of the event’.
- To achieve attendance of at least xx guests at a conference or event on dd/mm/yy by undertaking effective marketing activities.
- To up-date the Health & Safety policy document for X campus and ensure all staff are advised of changes by dd/mm/yy
- To improve customer satisfaction ratings regarding response times for processing requests from x% to Y% by dd/mm/yy
- To ensure that 100% of information and records processed (received, created, used, destroyed) on behalf of the University are managed in compliance with the applicable legislation/regulations and internal policies e.g. Data Protection Policy
- To ensure all student enquiries are dealt with within x days
- Maintain the AAA database by ensuring new data is added within 2 days.
- Student enquiries through the help desks are responded to within 24 hours of receipt.

Technical

- Ensure all laboratory equipment in building X passes equipment maintenance testing and produce an up-to-date inventory by dd/mm/yy.
- Produce high quality and flexible practical solutions for student project requirements
- Install and commission new equipment, processes or delivery methods
- Investigate opportunities for cross-school or cross-University collaboration in order to provide greater flexibility in service provision
- Liaise with external contractors and bodies on statutory test, maintenance and health and safety issues
- Liaise with academic colleagues on major developments involving space changes, refurbishments and new systems purchase

Leadership

- To improve employee engagement by x% as measured through the staff engagement survey by implementing the department commitments and actions agreed with staff so that DCU continues to be a great place to work.
- Revise the University’s xx policies in accordance with the requirements of external bodies, national policy developments, regulatory and legislative changes by dd/mm/yy.
- To deliver XX priorities emerging from the University’s revised Strategy 2021-2022, by the end of mm/yy.
- To undertake, complete and record in Core Talent, all PRD’s with reviewees within timescales set out by the university.
● To review a cross section of the school/service PRD’s within 2 weeks of PRD completion date to ensure x% are consistent in SMART objective setting and learning and development planning.
● To create a school/service learning and development plan for management team and whole school that captures, costs, resources, development method and connections to the university strategy.
● To ensure recruitment and induction process across the school/service meets University processes and procedures so that x% of staff stay in post for at least 2 years after starting.

Ensuring clarity when phrasing objectives

Objectives should be worded using clear unambiguous language. Both the reviewer and the reviewee should not only understand the objective but they should also both have the same understanding of what is to be achieved. Objectives should be concerned with results and achievements rather than with undertaking a series of actions or tasks.