Here are two tips to help you write the Planning portion of your ACE form to support meaningful, data-driven decisions:

1) **Track and Document Short- and Long-term Outcomes**

Each initiative/project follows a logical flow beginning with the team performing some activity that leads to an Output (e.g., the Business Office creates a Payment Plan), which in turn leads to a Short-term Outcome (students join the Payment Plan) and eventually to a Long-term Outcome (fewer students are purged due to a lack of payment).

There are at least three suitable metrics for this scenario:

- Percentage of students aware of the payment plan (ST Outcome)
- Count of students joining the Payment Plan (ST Outcome)
- Count of students purged due to lack of payment (LT Outcome). *It is to your advantage to track both metrics.

**Advantages of Documenting ST and LT Outcomes**

- It documents your team’s efforts even in times of no impact on the Long-term Outcome. Typically, the team has more control over Outputs and Short-term Outcomes than Long-Term Outcomes. Consequently, no impact on the Long-term Outcome may occur, even after a team puts in its fullest effort.
- It provides you with a better understanding of how the initiative may, or may not be impacting a change in the outcomes.

2) **Write a Specific and Measureable Objective Statement**

A good Objective statement sets up the entire program by defining its aims, target, population, and actions. Given the Objective Statement's importance, the below tips will help you write a well-defined Objective statement.

1) Begin with an action verb (e.g., Increase, Decrease)
2) follow by outcome(s) you wish to change and by how much
3) for whom
4) and how you are going to change the outcome

**Increase/Decrease Outcome, by how much, for which students through what strategy.**

E.g., - Increase count of students attending Open Houses and applying to LSC at Open Houses by 100% for Fall 2018 by increasing the number of Open Houses from 3 to 7.

**ACE Form Entry Example**

<table>
<thead>
<tr>
<th>Unit Objective</th>
<th>Method of Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Year Example - Increase the number and percentage of students using the LSC Payment Plan and decrease the number and percentage of students purged due to lack of payment by advertising the Payment Plan to all applicants and students.</td>
<td>1) Awareness of Payment Plan surveyed in New Student Orientation 2) Number and percentage of students on Payment Plan 3) Number and percentage of students purged due to lack of payment</td>
</tr>
</tbody>
</table>

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