

<p>The goals are either too easy or impossible to achieve. An example of too easy goal: visit all classrooms once per year. Example of a goal impossible to reach: mobilize enough resources and construct another school building within 3 months. The SMS members could not recall the last time they achieved a goal.</p>	<p>The SMS sets aggressive goals that are achievable. However, not all SMS members are held to the same rigorous standards to meet these goals. For example, the SMS sets a goal to make home visits to parents who do not send their children to school. However, only one SMS member does the home visits.</p>	<p>The SMS sets aggressive goals that are achievable and all members are held to the same standards to achieve these goals.</p>
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