

Writing Goals and Objectives that Move you Towards your Vision

Goals

Goals describe future expected outcomes or states. They are not measurable but provide programmatic direction. They focus on ends (e.g., no domestic violence) rather than means (e.g., more shelter beds). Examples: *to have a community with no unwanted teen pregnancies. To have citizens knowledgeable about the dangers of drugs.*

Objectives

Objectives are clear, realistic, specific, measurable, and time-limited statements of actions which when completed will move towards goal achievement. Objectives build on the strengths of the target population in order to reduce the need. Objectives are of two types, outcome and process.

1. Outcome objectives address the *ends* to be attained. They usually begin with words like to reduce, to lower, or to improve. For example:

***Outcome Objective 1:** To lower the number of adolescents becoming pregnant by 10 percent as measured by health department data by Dec 2007.*

There can be several levels of objectives. Immediate objectives, when implemented, help achieve the actions specified in the intermediate objective. Intermediate objectives, when implemented, help achieve the actions specified in the ultimate objective. Ultimate objectives present the eventual or longest term action. Examples are.

***Ultimate outcome objective 1:** To lower the teenage pregnancy rate from 5% in FY 2005 to 3% in FY 07 as measured by health department records.*

***Intermediate outcome objective 1.1:** To reduce the number of adolescents having unprotected casual sex during the previous 3 months by 20% as measured by a survey of all Jr. high students during Sep 2006.*

***Immediate outcome objective 1.1.1:** To have adolescents know more about responsible parenting and responsible sexuality as measured by the Health Living Index administered in high school health classes by May 2006.*

2. Process objectives specify the *means* to achieve the outcome objectives. They usually begin with words such as to provide, to serve, to train, etc. For example:

***Process Objective 1.1.1.1:** To provide 2 hours of peer counseling on responsible sexuality and parenting to 25 Jr. high school males and 25 Jr. high school females identified as "high-risk" by Dec 31, 2006 as measured by peer counselor records.*

Objective writing practice worksheet

To write an **outcome objective** fill in the blanks below. Use words like to increase, to decrease, to maintain, to improve, to be aware of, etc.

(direction of change) (what will be changed) (target of change) (results to be achieved) (how measured) (time frame)

To _____ the _____ in _____ by _____ as measured by _____ by/between _____

Examples:

To increase	the knowledge of parenting	in 30 teenage parents	by 10%	as measured by the Baby Index	by 12/1/06
To decrease	the number of homeless	in Arlington	by 100 families	as measured by shelter records	by 12/1/06

To write a **process objectives** use words like to provide, to form, to deliver, to develop, to distribute, to advocate, to stimulate, to promote, to train, to serve, to assess, etc.

(action taken) (object of action) (to whom or recipient of action) (by when) (how measured)

To _____ _____ to _____ by _____ as measured by _____

Examples:

To provide	3 hours of parenting classes	to 100 teenagers identified as high risk	by 12/1/06	as measured by school records.	
To distribute	100 pamphlets on parenting	to 100 teenagers identified as high risk	by 12/1/06	as measured by teacher reports.	