Crafting Goals and Objectives

Key to understanding where you are headed and how you are going to get there!
Goals and objectives come in a variety of forms – in fact, no two organizations and/or projects will have the same goals and objectives – they are as unique as the organizations and projects themselves.

Stay Positive!
What is the difference?

Goals

- Set the direction, long-term achievements
- Ideas/vision – ambitious
- Tied to long-term outcomes, impact
  - Community
  - Client lives (present/future)

Objectives

- Tell us how to get there, roadmap, stepping stone
- Facts based, concrete
- Specific actions – easy to understand
- Time specific (i.e., 6 mos., 5 years, etc.)

✓ Program
✓ Project
✓ Client
✓ Measurable
Key Elements for Project Goals and Objectives

- Specific – clear with identified expectations
- Measurable - allows you to evaluate your progress and measure performance
- Achievable – needs to be within your program’s means
- Realistic and Relevant – within reach and scope of your program
- Time-Bound – beginning and end points (and in-between points)
Project Objectives Example

Specific
[to deliver comprehensive health education curriculum that supports and educates youth around adolescent development, reproductive health and healthy relationships].

Time-bound
[By the end of year 3], [our preventionists will have engaged with 300 students], [averaging 100 a year]

Achievable

Realistic

Specific
[to deliver comprehensive health education curriculum that supports and educates youth around adolescent development, reproductive health and healthy relationships].
Example – Domestic Violence and Sexual Assault Program

Organizational Goal – To be an effective leader in our community addressing domestic, dating, and sexual violence, stalking, and sex trafficking through the implementation of high quality intervention and prevention strategies.
Potential Projects to Support Our Goal

How does “high quality” translate into the categories listed? (measures)

What impact are we hoping to make? (outcomes)

- Staffing
- Services
- Training
- Public Awareness/Community Education
- Offender accountability
Public Awareness/Community Education Project

**Goal** – Create and/or increase awareness about healthy relationships among youth.

**Objectives** – a) meet with school administration at least *twice* a school year; b) Provide *quarterly* presentations to the elementary, middle, and high schools in the tribal community about healthy relationships.

**Outcomes** – a) youth *increase* their awareness of healthy relationships; b) youth *increase* their understanding of the signs of unhealthy relationships; c) youth are *aware* of program and where to seek assistance; d) tribal schools *incorporate* “healthy relationships” in their school curriculum.
Challenges

What is getting in the way of our success? Where are we out of balance?

- Setting unrealistic goals
- No time set or set time is inappropriate
- Not well planned – someone else’s idea
- Too many goals and/or objectives
- No evaluative process
Summary –

➢ Direction
➢ Planning
➢ Motivation
Questions?

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