

Goals, Objectives and Outcomes

Statement of expected accomplishments.
This should be something you can do and that can be verified through data or program evaluation.

Goals convey the overall, broad intent of the proposed program. What will be accomplished (not how).

- Goal: to strengthen family life
- Goal: to provide library services to the underserved
- Goal: to initiate an internship program
- Goal: to attract young women to science

Objectives are a statement of intended outcomes that can be measured.

- Depict action – use action verbs
- Indicate how you will measure success
- Specifically indicate the
 - Target group (who)
 - Product or level of achievement (what)
 - Timeframe (when)
 - Measures to show success (how measured)

Example Objectives

- Obj: In the first year of the project, to recruit 8 freshman majoring in biology or chemistry to engage in a research project leading to a poster display.
- Obj: Within 12 months of the start of the project, 20 classrooms will have conducted one joint project with a distant classroom using the Internet.

Activities are the means by which you achieve your objectives.

- Students will attend 6 seminars throughout the semester.
- All doctoral students will engage in an internship.
- All teacher education students will attend a chemical safety presentation and pass the post test.

Outcomes are products or results.
This is what will be achieved based on the problem and need statements.

- 20 students will complete the masters program in rural health
- 2 video tapes on adolescent depression will be produced
- Michigan Curriculum Framework will pass the State Board of Education by June

Final thoughts

- Funders require measurable goals and outcomes – linked to evaluation strategies
- Goals and objectives should align with the areas of focus in the funding guidelines
- Should match the project plan and budget
- Goals, objectives, and outcomes mean different things to different people (yikes!)