Writing Goals and Objectives

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Session Objectives

• Learn how to write goals and objectives
Goals

- Overarching principle that guides decision making

- Characteristics of a Sound Goal
  - Reflects the big picture
  - Clearly serves the interests of the program
  - Ambitious yet attainable in principle
  - Relatively long-range and stable over time

- Example: Promote student success.
BHAG Goals

- BHAG – Big Hairy Audacious Goals – a statement of bold ambition so clear that it requires little or no explanation
- Reaches out and grabs us and captures our imagination
- Short, strong, and easily remembered
- Examples
  - “Become the Harvard of the West” (Stanford University, 1940s)
  - MIS/IT – Be known in all department offices for excellent service
Objectives

- A concrete, measurable outcome that represents a milestone on the way to achieving a goal
- Characteristics of a Sound Objective
  - Relevant to the applicable goal
  - Specific and measurable
  - Reasonable with respect to scope and timeline
  - Lends itself to formulation of a coherent set of actions
- Example: Increase access to data through the development of an Office of Research and Planning Web Page.
# Goals and Objectives

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad</td>
<td>Narrow</td>
</tr>
<tr>
<td>General Intentions</td>
<td>Precise</td>
</tr>
<tr>
<td>Intangible</td>
<td>Tangible</td>
</tr>
<tr>
<td>Abstract</td>
<td>Concrete</td>
</tr>
<tr>
<td>Generally difficult to measure</td>
<td>Measurable</td>
</tr>
</tbody>
</table>

### Goal 1

- Objective 1.1
- Objective 1.2
- Objective 1.3
Objective Writing Practice Worksheet

To write an outcome objective fill in the blanks below. Use words like to increase, to implement, to improve, to establish, etc. (see Active Verbs list on slides 9 and 10).

<table>
<thead>
<tr>
<th>(direction of change)</th>
<th>(what will be changed)</th>
<th>(target of change)</th>
<th>(by when)</th>
<th>(how measured)</th>
</tr>
</thead>
<tbody>
<tr>
<td>To</td>
<td>the</td>
<td>in/ for/ through</td>
<td>by</td>
<td>as measured by</td>
</tr>
<tr>
<td>__________</td>
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<td>__________</td>
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<td>______________</td>
</tr>
</tbody>
</table>

Examples

Implement a mentoring program for new hires by December 2015 as measured by an active mentoring program.

Increase access to data through the development of an ORP Web Page by Fall 2010 as measured by web page availability.

Improve helpdesk services through increased usage of online and self-help resources by December 2015 as measured by the increase in online usage.