

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

Goals	Objectives
Broad	Narrow
General Intentions	Precise
Intangible	Tangible
Abstract	Concrete
Generally difficult to measure	Measurable



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).

(direction of change)	(what will be changed)	(target of change)	(by when)	(how measured)
To _____	the _____	in/ for/ through _____	by _____	as measured by _____.
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.