

## *Goals and Objective Information*

### Goals & Objective

Goals & Objectives should be set by those who will ultimately achieve them.

- ♣ WHAT - The Goal of your program.
- ♣ HOW - The Objective
- ♣ WHO - People who will do it
- ♣ WHEN - Time Frame
- ♣ INVESTMENT - What will it cost
- ♣ WHY - Expected return
- ♣ MEASURE – Evaluation

### Defining Clear Goals and Objectives

- ♣ To reduce.....
- ♣ To increase.....
- ♣ To decrease.....
- ♣ To expand.....

## *Writing Goals and Objectives*

### Tips for Writing Good Goals & Objectives

- Goals and objectives should tie directly to the need statement.
- Include all relevant parties in the target population.
- Allow plenty of time for the objectives to be accomplished; things always take longer than planned.
- Objectives do not describe activities. Opening a new veterinary clinic is a activity. Reducing pet overpopulation by 10 percent in 1993 is an objective, because it describes an expected result.
- Determine how you are going to measure the change you are projecting in your objective. If you find you have no way to measure change, you probably need to rethink the objective.

### Objectives Review Questions

- Are your objectives stated as specific results that relate to a program goal?
- Can progress in meeting your objectives be quantified and assessed?
- Do your objectives describe the population and/or a specific time frame for change?