Measurable Goals and Objectives

Measurable objectives state:

- **Who is involved**
  The people whose behaviors, knowledge and/or skills are to be changed as a result of the program.

- **What are the desired outcomes**
  Behavior, knowledge, and/or skill changes that should result from the program.

- **How progress is measured**
  What tool or device will be used to measure the expected changes (survey, test, data from school, police, health department or other sources).

- **Proficiency level**
  Identify the criteria for success.

- **When will the outcome occur**
  Identify the time frame for success.

Measurable objectives can relate to the:

**Individual:** What is the Outcome? How is it measured?
- Change in achievement: Assessment
- Change in behavior: incidence of behavior survey
- Change in attitude

**Program:** What is the Outcome? How is it measured?
- Enrollment: number of incidences
- # of classes offered: changes in programs
- More clients enrolled in 2nd or 3rd run

**Community:** What is the Outcome? How is it measured?
- Change in behavior
- Change in attitude
- Increased achievement
  - survey assessment
  - incidences (more or less attendance/participation)

Possible sources of local data:
- Health Department
- School
- Police Depts
- Courts
- Government agencies
- Hospital
- United Way
- Voluntary Organizations
- Probation Depts
- Youth serving agencies
Why is specifying goals and objectives important?
    Specifying the changes you expect in the target population helps to determine the types of programming you should implement
    Clearly identifying the particular target population helps to pinpoint what types of programming may “fit” with programs already offered for that group
    Suggests outcome statements that will be used in evaluation

Identify the objectives: describe what specific change(s) you expect:
    1. Specific what will change (percentage of approval, etc.)
    2. For whom (target – age, gender, ethnicity)
    3. By how much (percentage)
    4. By when (deadline)
Make sure the objectives link directly to goal

Outcomes should measure:
    1. Knowledge
    2. Attitudes
    3. Skills
    4. Behaviors