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
              Change in attitude   survey

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   survey
              Change in attitude   assessment
              Increased achievement   incidences (more or less
                                                 attendance/participation

Possible sources of local data:
              Health Department   Hospital
              Schools   United Way
              Police Depts   Voluntary Organizations
              Courts   Probation Depts
              Government agencies   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