

Instructions

Use this workform to develop on goal that supports one of your service responses. Each goal will target a separate audience, and you may have several goals for a single service response. Use as many copies of the workform as you need to develop goals for all of the service responses that have been selected.

- A. Write the service response on this line.
- B. Copy the one-line description of the service response from "Service Responses" (part 2 of this book).
- C. Write the audience that will be targeted in this goal. The target audience may be defined by demographics (age, etc.) or by condition (parents, business owners, immigrants, etc.).
- D. Copy any vision statements that may apply to this service response. If there are no such vision statements, leave this section blank.
- E. Write the benefit the members of the target audience will receive because the library offers the service described in the service response. The wording in sections C and D provides a starting point.
- F. Complete the goal template.
 1. Write the target audience from section C.
 2. Write the benefit from section E.
- G. Record the final goal, which is simply the combination of F1 and F2 in the goal template. You will probably have to add verbs and you may have to make other minor changes to make the goal read smoothly, but you should not have to make significant changes.

A. Service Response: _____

B. Service Response Description: _____

C. Target Audience: _____

D. Vision Statement(s), If Any: _____

E. Benefit: _____

F. Goal Template

1. Audience	2. Benefit

G. Final Goal: _____

Completed by _____ Date completed _____

Source of Data _____ Library _____