Effective Goals and Objectives

Goals
Goals are your vision for the program. They define what success will look like and how it will impact the target population and community you intend to serve. Goals are not measurable; objectives are. Each proposal has between 1 and 4 goals.

Effective Goal Statements:
1. Describe positive changes in the individuals and community served
2. Increase positive indicators or decrease negative indicators (risk factors)
3. Have three major components:
   a. Start with an active verb (develop, enhance, improve, etc)
   b. Identify the situation/condition the project will impact
   c. Identify who/what will benefit
4. Are followed by a brief statement or paragraph that provides rationale for the relevance and importance to the project.

Example Goal Statement:
Goal: Increase mentoring opportunities for undergraduate students at Augsburg College.
Rationale: Research has shown that mentoring opportunities increase engagement in school and improve grades. This increases the likelihood of retention in school and ultimately, graduation. *
*This example is for illustrative purposes only.

Objectives
Objectives are specific, measurable statements that define your goals. Objectives always follow goals, unless grant instructions indicate otherwise. Each goal may have more than one objective.

Effective Objective Statements specify:
1. Who will be impacted (target population)
2. What will change (condition measured)
3. When the change will occur (time frame for measurement)
4. How much change will occur (%, numbers, etc.)

Example Objective Statement:
During year 1, at least 10 undergraduate students at Augsburg College will participate in at least 2 mentoring activities.