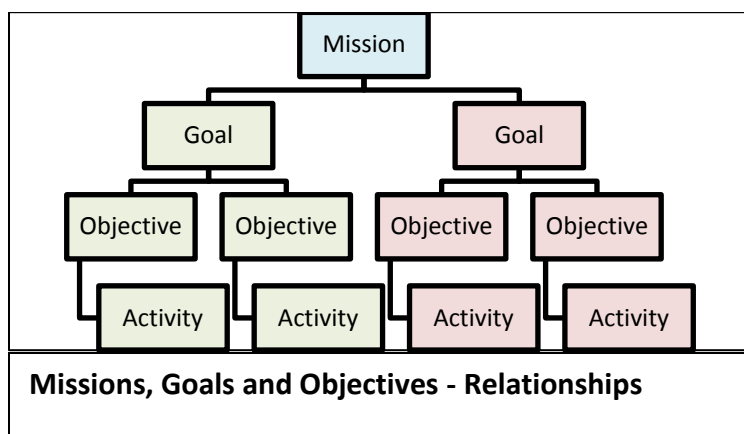# Goals & Objectives

Goal is the end toward which the organization/program/etc. is directed. It is the general statement of a long-range purpose. Goals should directly address needs. Goals are outcome and not process oriented. They clearly state, specific, measurable outcome(s) or change(s) that can be reasonably expected at the conclusion of a methodically selected intervention.

Objective is a statement of the results to be achieved, and includes a time frame, target of change, specific results to be achieved, method of measuring the results, and criteria for successful achievement. Objectives state results, not activities. Objectives, when accomplished, lead to the goal. Objectives should be stated in ways that describe what you will do and how you will do it.

Missions, Goals and Objectives - Relationships

Activity 1

Review the Draft Mission Statement
- In pairs, write 3 goals on post-it notes that meet the mission statements
- Put them on the white-erase board
- As a group, categorize/group the goals and review

Keep in Mind
- Does the goal support the mission and vision?
- Does the goal deal with just one issue?
- Does the goal represent a desired result that can be measured?
- Does the goal encompass a relatively long period of time (3-5 years)?

Activity 2

Objectives translate the goals into specific units of effort and are more specific. To develop objectives, the goals must be:

SMART:
1. Specific
2. Measurable
3. Actionable, aggressive and attainable
4. Realistic and results oriented
5. Time-bound

In groups of 2-3, use the following structure to develop our objectives. Each group will be assigned a goal(s).

(verb noting direction of change) + (area of change) + (target population) + (degree of change) + (time frame)

Example

Sample Goal
Support the growth of open education advocacy in academic libraries across British Columbia.

Direction of Change:	To increase
Area of Change:	Awareness of local open education support
Target Population:	For BC Academic Librarians
Degree of Change:	So that all institutions in BC will have a BCOER contact
Time Frame:	Within the next year.