

CREATING GOALS, OBJECTIVES AND ACTIVITIES

PROJECT GOAL

Each project often has only one goal. The goal is the description of the final anticipated outcome or result. Goals tend to be broad and more conceptual. Therefore, strive to develop *one* major goal of your project.

EXAMPLE GOAL: The goal of this project is to develop a certificate program in tow truck driving.

WHAT ARE PROJECT OBJECTIVES? *

According to the Proposal Writing Short Course of the Foundation Center, each project should have three to five objectives. Objectives are outcomes that are tangible, concrete, specific, measurable, and achievable, with a time dimension.

There are four types of objectives:

1. *Behavioral* — A human action is anticipated.

Example: Sixty of the 80 adults participating will learn CPR.

2. *Performance* — A specific time frame within which a behavior will occur, at an expected proficiency level, is expected.

Example: Sixty of the 80 adults will learn CPR within four weeks and will pass the proficiency test administered by a Red Cross.

3. *Process* — The manner in which something occurs is an end in itself.

Example: We will document the teaching methods utilized, identifying those with the greatest success.

4. *Product* — A tangible item results.

Example: A manual will be created to be used in teaching CPR to this age and proficiency group in the future.

NOTE: For behavioral and performance objectives, look for something you are trying to increase or decrease as a result of your project.

* From: Foundation Center, *Proposal Writing Short Course*, <http://fdncenter.org/learn/shortcourse/prop1.html>

Name the three to five objectives for your project.

EXAMPLE

The project objectives are to:

- (1) Adapt and adopt 12 revised curricula from the National Center for Academic Transformation,
- (2) Pilot test the curricula in XYZ community college with XXX students,
- (3) Distribute the resulting curricula to community colleges throughout the Southwest.

How Do You Develop Your Project Activities?

After developing your objectives, the next step is to develop your activities.

To decipher whether you have written an objective or activity, ask yourself whether this is only one way to accomplish what you have written. If the answer is yes, you have probably written an activity.

What three to five activities have you chosen to accomplish each objective?

Activity 1:

Activity 2:

Activity 3:

HOW DO YOU CONFIRM YOUR OBJECTIVES AND ACTIVITIES?

Please review your objectives and activities and carefully and confirm that you have chosen the best plan of action, tying your project plan together.

Objective 1:

Activities:

1.a.

1.b.

1.c

Objective 2:

Activities:

2.a.

2.b.

2.c

Objective 3:

Activities:

3.a.

3.b.

3.c

HOW DO YOU DEVELOP A TIMELINE/SCHEDULE OF YOUR PROJECT ACTIVITIES?

By completing the chart below, you will be able to graphically show when each of your project activities will start and end. Such a timeline helps the proposal reviewers understand how you will successfully accomplish your project within the grant period.

Please put an "X" in the box for each quarter that the activity will occur. *Remember that activities can be sequential or serial.*

Project Objective	Project Year 1				Project Year 2				Project Year 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Objective												
Activity 1												
Activity 2												
Activity 3												