



CREATING GOALS, OBJECTIVES AND ACTIVITIES

PROJECT GOAL

Generally, each project should have only one goal. A goal is a view of the end result of the project or anticipated outcome. Goals are conceptual and abstract. Create *one* major goal of your project.

EXAMPLE GOAL: The goal of this project is to develop and test a certificate in Continuous Process Improvement using a distributed-hybrid model.

PROJECT OBJECTIVES *

Each project should have three to five objectives. Objectives are outcomes that are tangible, concrete, specific, measurable, and achievable, with a time dimension.

According to the Proposal Writing Short Course of the Foundation Center, there are four types of objectives:

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

Example: Fifty of the 70 children participating will learn to swim.

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

Example: Fifty of the 70 children will learn to swim within six months and will pass a basic swimming proficiency test administered by a Red Cross-certified lifeguard.

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 swimming 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 existing modules from the National Center of Excellence for Advanced Manufacturing Education to a distributed-hybrid method of delivery,
- (2) Pilot test the distributed-hybrid model in XYZ community college with XXX students,
- (3) Distribute the resulting distributed-hybrid curricula to community colleges throughout the Midwest.

Developing Your Project Activities

After you have developed your objectives, the next step is developing activities.

According to David Bauer, when in doubt as to whether you've written an objective or activity, ask yourself whether there is only one way to accomplish what you have written. If your 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:

Activity 4:

Activity 5:

CONFIRMING YOUR OBJECTIVES AND ACTIVITIES

In order to tie your project plan together, please review your objectives and activities carefully and confirm you have chosen the best plan of action.

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

SEQUENCING 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 chart 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												