

# Writing Goals & Objectives

*By Donna Drewes, PP  
Municipal Land Use Center at  
The College of New Jersey*

# Problems & Pitfalls to Avoid

- **Keep things simple.**
- **Goals - Start with the big picture.**
- **Objectives - Talk about the outcomes in a measurable way, *not about the tool you are using to implement your project.***

# GOAL STATEMENTS ARE:

- **General statements of results intended for the project/program.**
- **Seldom changed.**

# GOAL STATEMENTS IDENTIFY

- The *specific population* that the program or service is designed to reach.
- The *specific problem or opportunity* that the program will attempt to address.

# Problems With Goal Writing



- **Keep the ideas broad.**
- **Focus on short term results.**
- **Link goal(s) to organization's mission or purpose.**
- ***Do not* focus on the activity you want to do.**

# Goal Examples-

## Which one is a real goal?

- **To complete a municipal energy audit.**
- **Improve energy conservation in the Township of Smithtown.**
- **12% reduction in energy use in Smithtown Municipal complex by replacing lighting fixtures.**

# THE CORRECT CHOICE IS?

- Improved energy conservation in Township of Smithtown.
  - Goals are general statements of results.
  - Goals specify the population – i.e. Township of Smithtown.
  - Goals specify the opportunity you are attempting to change – i.e. improved energy conservation

# Objectives Specify:

- The ***results*** to be achieved.
- ***Criteria*** by which results will be measured (i.e. 25% improvement).
- The ***time frame*** for achieving the objective.
- The specific ***target*** group toward which the program is directed.



# Problems With Objectives

- Objectives should be stated in the active voice, with no jargon.
- Beware of “to” language when stating objectives:
  - *To teach student* - is a method.
  - *Increased knowledge* - reflects an outcome.

# Objective Example

- For GOAL-  
“Improved energy conservation  
in Township of Smithtown.”

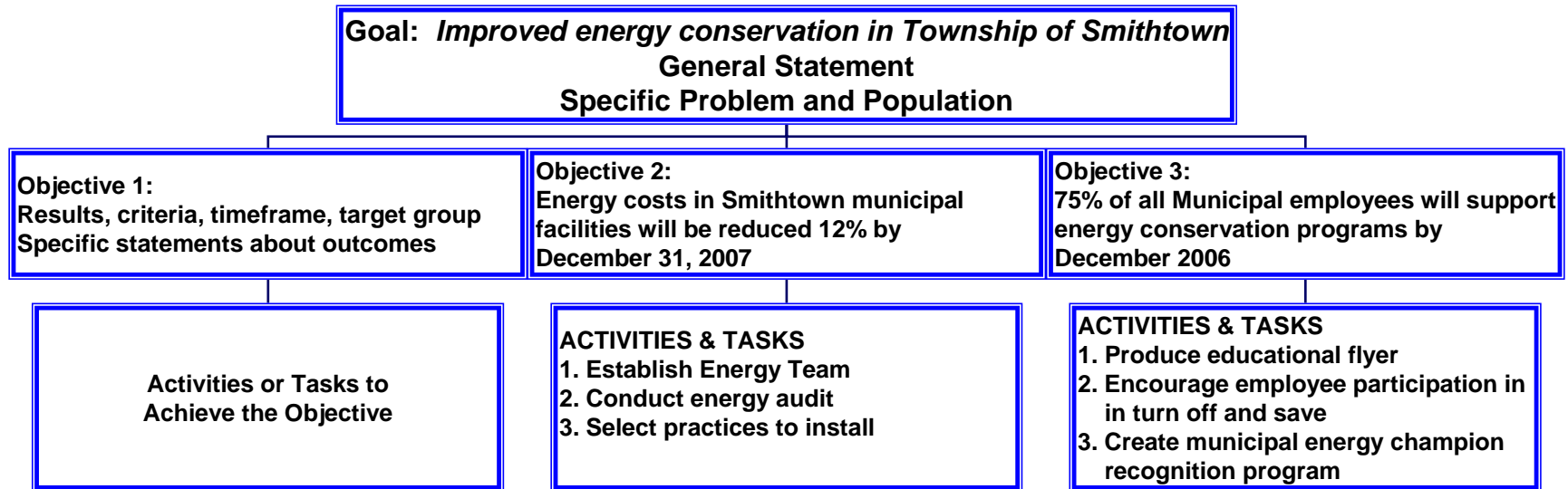
# **OBJECTIVES: Which one is a real objective?**

- Municipal expenditures on energy will be reduced by the end of the project period.**
- Energy costs in Smithtown municipal facilities will be reduced by 12% by December 31, 2007.**
- To complete an energy audit in Smithtown municipal buildings.**

# The Correct Answer Is

- **Energy consumption in Smithtown municipal facilities will be reduced by 12% by December 31, 2007.**
  - Results – energy consumption.
  - Criteria – 12% reduction.
  - Time frame - by year 2007.
  - Target – Smithtown municipal facilities.

# GRANTS FLOW CHART



# Example Project Work Plan

## Project Title: Energy Smart Smithtown

Task--- <i>(List the project tasks in approximate chronological order)</i>	Responsible Party	Time Frame (dates)
1. Create & maintain Steering Committee to provide project oversight, feedback, technical recommendations. Complete consultant search and hiring process.	Town Planner	5/06 - 7/06
2. Review local towns' municipal master plans, and land development ordinances to assess strengths and opportunities to incorporate sustainable energy issues.	Town Planner & Consultant	6/06 – 8/06
3. Conduct needs assessment of town's departments, school districts, business community, and faith-based groups to identify needs & concerns on energy sprawl/development issues; review results with Steering Comm.	Consultant	7/06 – 9/06

- **Questions?**