

Tips for Writing Goals and Outcomes

Writing Goals

A well-written “goal”

- Describes CHANGE, not activities
- Can be at every level of social ecology
- Can be short or long-term
- Is S.M.A.R.T.

Follow the S.M.A.R.T. guidelines when writing goals:

Specific

- Straightforward and well defined
- Clear to anyone who has a basic understanding of the project/issue

Measurable

- We often propose to change the world, but can we really measure this?
- Identify markers to know when you have achieved your goal/desired change

Attainable

- Set you up for SUCCESS
- “Small wins” lead to long-term success
- Consider your resources

Realistic/Relevant

- Realistic with available resources, knowledge and time
- Each goal should be tied to our needs and resources assessment findings

Timely

- Enough time to achieve the goal, but not too much time so that it becomes lost
- Use short and long-term goals

Example of a Well-Written Goal:

By December 2011, boys in high school senior grades will have greater efficacy to address their peers’ sexist behaviors

Things to Remember:

- Keep the focus on primary prevention of rape
- Goals need to describe changes, NOT ACTIVITIES
- Goals should NOT include ending rape or reducing rates of abuse – this results from a combination of many goals with many associated activities

Writing Outcomes

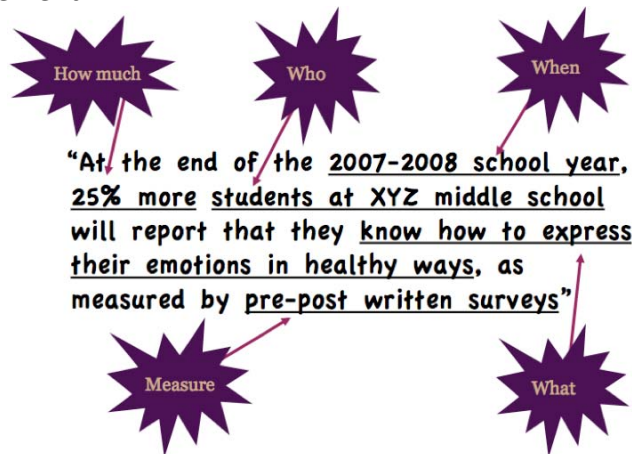
Outcomes tell you...

- When you've met your goals
- How you will reach your goals

All outcome statements need to include:

- Who will change?
- What will change?
- By when?
- By how much?
- How will change be measured?

Example outcome statement:



Outcomes can also follow the S.M.A.R.T. principles (listed above)

Keep in mind...

- Outcomes must be specific and measurable
- Outcomes need to be connected to a goal
- It's okay to have more than one outcome per goal
- Outcomes may be adjusted once you identify strategies/activities (in fact, they probably *should be* to make sure they are still realistic and achievable once you start implementing activities)