DPH Office of Planning
Sample Goals, Objectives and Strategies for a Program

GOALS

Goals are very general and explain what you want to achieve – big picture - in your community or organization. They are usually long-term and represent global visions such as *"protect public health and safety."*

Sample Goals:
1. Promote healthy child development
2. Increase rates of higher education in our community
3. Increase economic stability in the county
4. Ensure a well-trained workforce within organization "x"

OBJECTIVES

Objectives capture what a program intends to accomplish, i.e. the actual improvements or changes. They provide more specificity than a goal and answer "how much of what, will be accomplished by when."

Objectives should ideally be SMART:
- Specific: Concrete, detailed, and well defined so that you know where you are going and what to expect when you arrive
- Measureable: Numbers and quantities provide means of measurement and comparison
- Achievable: Feasible and easy to put into action
- Realistic: Considers constraints such as resources, personnel, cost, and time frame
- Time-Bound: A time frame helps to set boundaries around the objective

Sample SMART Objectives (corresponding to sample goals above):
1. By December 2017, increase by 30% parent engagement (i.e., talking, playing, reading) with children under 2 years of age [in x program].
2. By 2016, increase by 40% the number of youth graduating from high school [in x community].
3. By the year 2018, increase by 30% the percentage of families that own their home [in x community or x program].
4. By 2016, 100% of new employees in organization "x" will participate in a one-day orientation class within the first three months of their employment.

STRATEGIES

Strategies explain how the initiative will reach its objectives.

Sample Strategies

1. Teach parents how to read, play and talk with their kids 0-2 by holding weekly one-hour interactive training sessions over a 6-week period.

2. Create after school mentoring programs at 5 middle schools and 2 high schools for at-risk youth/students.
3. Partner with the city and local banks to change the lending policies, so that it's easier for low and moderate-income families to secure a mortgage.
4. Survey current employees about key information for new employees to receive at a one-day orientation class.

PUTTING IT ALL TOGETHER:

Goal 1: Promote healthy child development

Objective: By December 2017, increase by 30% parent engagement (i.e., talking, playing, reading) with children under 2 years of age [in x program].

Strategy: Teach parents how to read, play and talk with their kids 0-2 by holding weekly one-hour interactive training sessions over a 6-week period.

Goal 2: Increase rates of higher education in our community

Objective: By 2016, increase by 40% the number of youth graduating from high school [in x community].

Strategy: Create after school mentoring programs at 5 middle schools and 2 high schools for at-risk youth/students.

Goal 3: Increase economic stability in the county

Objective: By the year 2018, increase by 30% the percentage of families that own their home [in x community or x program].

Strategy: Partner with the city and local banks to change lending policies so that it's easier for low and moderate-income families to secure a mortgage.

Goal 4: Ensure a well-trained workforce within organization "x"

Objective: By 2016, 100% of new employees in organization "x" will participate in a one-day orientation class within the first three months of their employment.

Strategy: Survey current employees about key information for new employees to receive at a one-day orientation class.

References

1. Centers for Disease Control: https://www.cdc.gov/phcommunities/resourcekit/evaluate/smart_objectives.html
2. The Community Tool Box, Work Group for Community Health and Development, University of Kansas. Website: http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/vmosa/main