Defining Project Goals and Objectives

**Goal:** A goal is much broader than objectives and activities. Keep the following in mind when defining your goals:

- A goal should be
- ...the big picture of what you want the final outcome to be.
- ...related to the project need statement.
- ...simply stated.

*An example of a Goal:*  
"To restore the natural riparian habitat conducive to chum salmon and improve the water quality of Cherryville Creek behind Cherryville Jr/Sr High School."

**Objective**  
An objective is a performance measure that would lead to achieving the goal. An objective should be specific, concrete, measurable, and timeframed. A goal may have a few or several objectives. Keep in mind the following when developing objectives:

- Who/What?
- Expected outcomes (results of activities)
- Measures
- Criteria for achieving the expected outcomes
- Timeframe

*Objective example to meet the goal:*  
"Students will replace 50% of identified invasive and non-native plants with native plants along 100 feet of the Cherryville Creek behind campus by the end of the grant period as measured by site mapping."

**Activity**  
Activities are the processes and actions that meet the objective. An objective can have one or multiple activities. Keep in mind the following when assigning activities:

- What activities/events will be performed?
- Are the activities reasonable to the objective?

*Activity examples to meet the objective:*  
"Students and teachers will meet and collaborate with county and a water quality agency in the community to develop a riparian and aquatic renewal plan."

"Freshman biology students will map plant species and notate adverse and positive impacts."

"Seniors working on graduation requirements will perform debris removal after school."

**Timeline**  
Timeframe specifics

*Timeline examples:*  
"Within 45 days of the project start."

"Pre and post project period."

"Fall term."

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Project SITE is Funded by the US Environmental Protection Agency

Produced by L. Cuthbertson, 2012