

Goals, Objectives and Outcomes: The “GOO” that Holds a Proposal Together

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1

Session Overview

Goals, Objectives, and Outcomes:

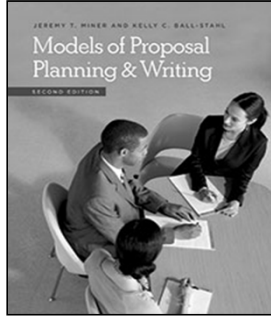
- Definitions
- Examples
- Pitfalls
- Bonus Tips
- Putting it all together



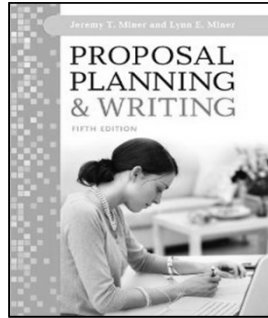
2

Grant Writing Resources

Grant Writing Resources



Greenwood, 2016



Greenwood, 2013

ABC-CLIO
GREENWOOD™
www.greenwood.com



Greenwood, 2011

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3

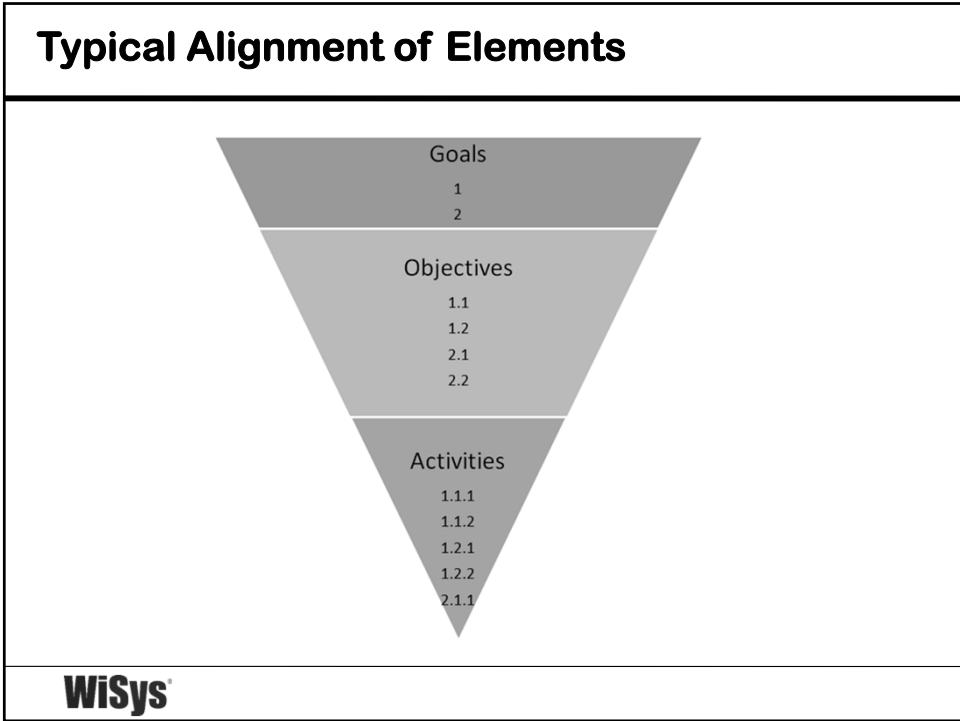
Proposal Elements

- Problem Statement
- Goals & Objectives
- Methods
- Evaluation
- Dissemination
- Budget



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A Goal is...



- **A broad statement**
- **A summary of the “big picture”**
- **Future-focused, long-term**
- **Intangible, difficult to measure**

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Goal Examples

- Reduce food access disparities for lower-income and underserved communities.
- Expand sexual assault, stalking, domestic and dating violence prevention and education programming for all university students, including all incoming students.
- Develop an Engineering Enrichment and Outreach Program to increase the participation and degree completion rates of underrepresented minorities and women.

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Goal Examples

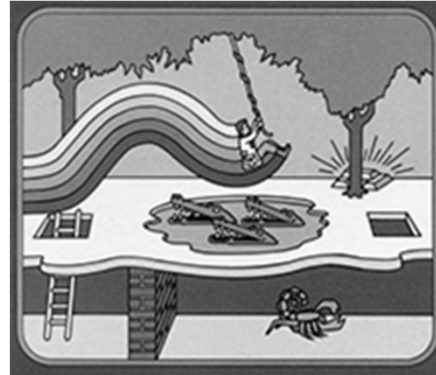
- Implement a student success system inclusive of a first-year seminar, advising/transfer services, tutoring, peer mentoring, and senior year experience seminar.
- Increase the number of culturally competent school psychologists who are highly qualified to implement and assist in the implementation of evidence-based, multi-tiered practice to meet personnel shortages and gaps in services provided by current school psychologists.
- Develop innovative community policing strategies.

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Goal Pitfalls

- Too many goals for the project period.
- Goals do not relate directly to the problem(s) identified.
- Goals do not align with sponsor funding priorities.



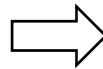
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9

BONUS TIP: RFP Analysis

Government RFP

The program supports improved student achievement through enhanced training for teachers. The focus is to increase teacher understanding of the content and pedagogy.




Proposal


Goal 1: Strengthen mathematics content knowledge of regular and special education teachers, grades 4-8.

Goal 2: Enhance the mathematical pedagogical content and assessment practices of teachers to provide support for all students.

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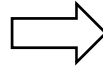
BONUS TIP: RFP Analysis	
Government RFP Purpose of Program: The program provides grants to enhance international business education programs and to expand the capacity of the business community to engage in international economic activities.	 Proposal The goal of this project is to work closely with smaller and medium-sized enterprises in northern Wisconsin to assist them with their efforts to expand internationally, particularly in China and India.
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BONUS TIP: RFP Analysis	
Private RFP Program Goals: 1. To document the prevalence and severity of various forms of digital abuse. 2. To understand and support digital abuse prevention strategies. 3. To contribute constructively to the digital abuse policy debate.	 Proposal The goal of this project is to collect national-level data to illuminate the frequency and prevalence of cyberbullying and electronic dating violence among a population of youth (ages 12-17).
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BONUS TIP: RFP Analysis

Private RFP

The purpose of this grant is to provide support for programs designed to encourage the pursuit and enjoyment of mathematics among middle and high school students, or beginning college students from groups traditionally under-represented in the field of mathematics.



Proposal

The main goals are: to encourage Hmong high school students to continue to study math at the post-secondary level, and to give them skills to succeed in extracurricular mathematics.

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Find the Goal



- A. The manuscript “Binge No More! – A Brief Guide to Assessing Risky Behaviors for the Busy Clinician” will be accepted for publication.
- B. Improve institutional capacity for reducing high-risk behaviors that contribute to substance abuse among students.
- C. All staff will be trained on the evidence-based substance abuse curriculum.

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An Objective is...



- A narrow statement
- A precise description of end products
- Clear and concrete
- Tangible and measurable

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Objectives: Are they SIMPLE?

Specific

Immediate

Measurable

Practical

Logical

Evaluable



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Objective Examples

- By June 1, educate 1,000 students in grades 7-12 from the Springfield School District regarding statistics and tragic consequences to underage drinking.
- Increase size (from 3 to 10 individuals) and organization representation (from 3 to 8) of Coalition membership.
- Improve students' ability to use their thinking and reasoning skills to solve performance-based tasks as evidenced by performance on pre- & post- assessments based on lesson plans developed by participants.

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Goal & Objectives

Goal: To improve all students' achievement in reading and application of reading skills in content areas.

- **Objective 1:** Teachers will gain knowledge and skills in reading and co-teaching strategies, with an anticipated 30% growth in knowledge over three years.
- **Objective 2:** Teachers will increase instructional knowledge to address specific needs of the student population (e.g., poverty) to provide cultural relevance and equity in the classroom. Existing formative benchmark assessments and district summative annual measurable objectives and state test scores will measure the students reading scores.
- **Objective 3:** Teachers will demonstrate collaboration by engaging with ongoing effective communication through the sharing of resources, ideas and experiences with the educational community. A weekly electronic survey will used document reading and co-teaching strategies.

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Goal & Specific Aims

The long-term goal is to understand the molecular details of *Coxiella*'s distinctive physiology, and to apply this knowledge to developing novel therapeutic strategies.

- **Specific Aim 1:** Identify metabolic pathways that distinguish *C. burnetii* from tick-associated *Coxiella*.
- **Specific Aim 2:** Define metabolic pathways that are critical to *C. burnetii*'s intracellular growth.
- **Specific Aim 3:** Determine the importance of heme biosynthesis to *C. burnetii*'s intracellular growth.

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Fill in the Blank Objectives

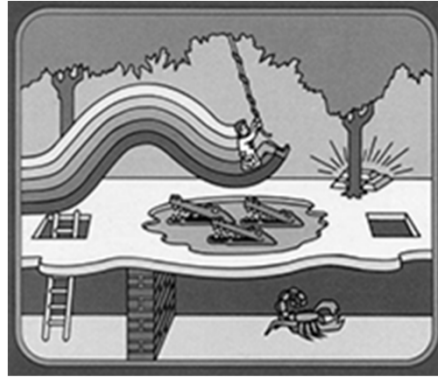
- ___% of participants will complete research and scholarly activities that will directly impact their educational progression each academic year.
- ___% of new participants served in each academic year will attain a baccalaureate degree within three years.
- ___% of bachelor's degree recipients will enroll in a post baccalaureate program by the fall term of the academic year immediately following completion of that degree.

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Objectives/Specific Aims Pitfalls

- Objectives describe *how* rather than *what*.
- Objectives are not measurable.
- Specific aims are unfocused.
- Specific aims are too ambitious.



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BONUS TIP: Action Verbs

Consider Using Strong

- Assess
- Correlate
- Create
- Define
- Describe
- Develop
- Explain
- Identify
- Interpret
- List
- Measure

Consider Avoiding Weak

- Appreciate
- Approach
- Become familiar with
- Believe
- Check
- Consider
- Explore
- Help
- Prepare
- Probe
- Promote

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Find the Objective



- A. Compare student performance on the American Chemical Society exam against other general chemistry sections and against national norms.
- B. Identify a cadre of semester-long, inquiry-based research experiments from which students can select to investigate in the laboratory.
- C. Redesign the year-long introductory general chemistry sequence to better integrate classroom lecture and laboratory experience.

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An Outcome is...



- A statement of humanistic benefits, changes, or effects
- Measurable
- A valuable tool for answering the “So what?” question
- A way to highlight long-term impact and value

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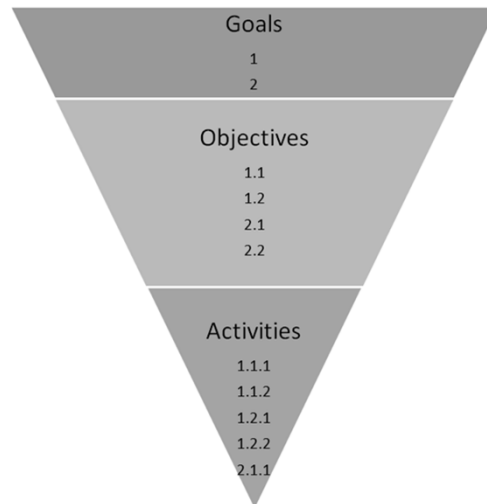
Logic Models

- Where are you going?
- How will you get there?
- What will tell you that you've arrived?

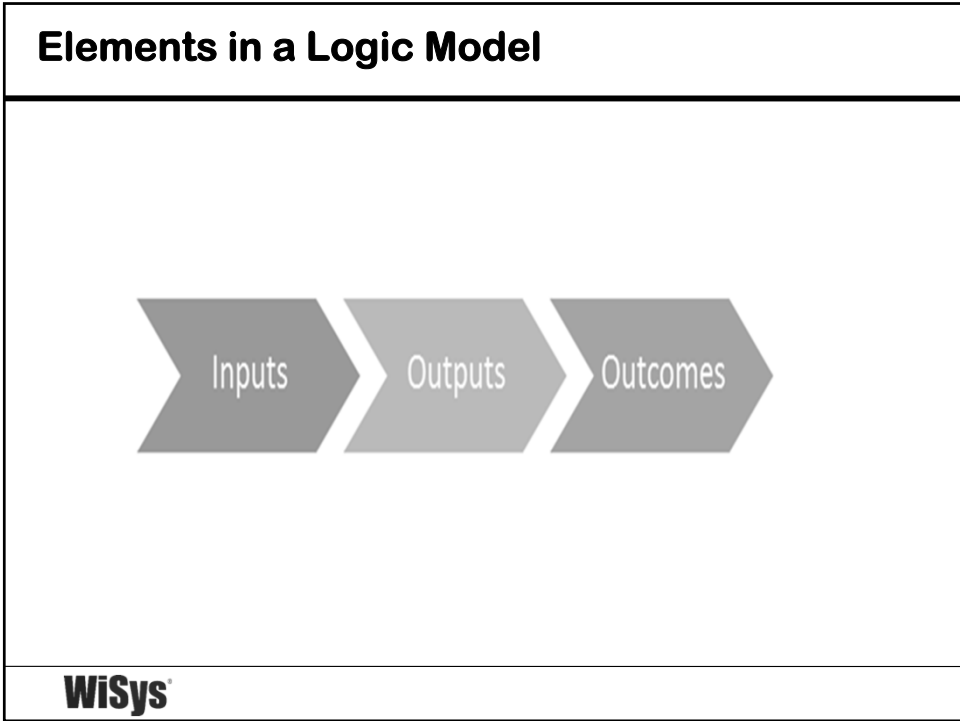


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Typical Alignment of Elements



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Logic Model for Oral Health

Goals: Increase access to oral health care for low-income, uninsured, and underinsured children and adults in Shelby County.

Inputs	Activities	Outputs	Outcomes
Grant funding and Medicaid Reimbursement	Expand weekly clinic hours	Hours of service provided	Wait time for emergency appointments reduced from one month to one week
Clinic sites, dental equipment and supplies	Recruit children and adults	Types of services provided	Adults and children are linked to a dental home for ongoing care
Number of volunteer providers	Provide preventive services	Number of services reimbursed by Medicaid	Improved oral health outcomes and reduced persistent oral health disparities
Education materials	Establish partnerships with dentists for follow up care	Number of children and adults recruited	
		Number of children and adults served	
		Number of referrals to dental specialists	

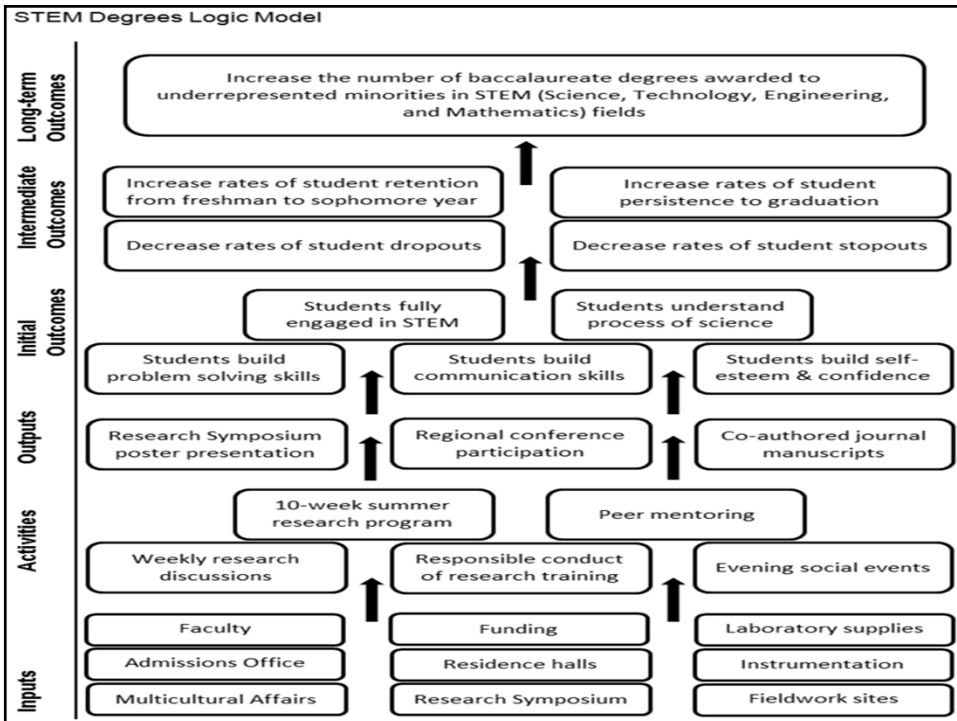
Alcohol Use Logic Model

Project Goal: To reduce risky and problem alcohol use and behavior among high school students.

Baseline Problems:

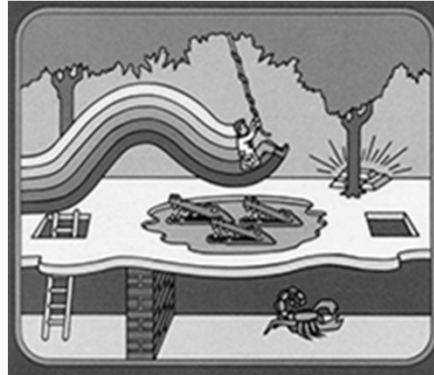
- 73% of 12th graders had at least one drink of alcohol during the past 30 days (77% males; 69% females);
- 55% of 12th graders had five or more drinks of alcohol at a time in the past 30 days (59% males; 51% females);
- 22% of 12th graders drank alcohol before last sexual intercourse (23% male; 22% female).

Inputs	Activities	Outputs	Short-Term Outcomes (Learning)	Intermediate Outcomes (Actions)	Long-Term Outcomes (Conditions)
Staff	Media campaigns and counteradvertising	# media spots	Increase community awareness of teen alcohol social norms	Decrease alcohol availability to minors	Significantly reduce underage drinking
Money	Responsible beverage service training	Categories of media messages	Increase teen exposure to positive normative messages	Increase local compliance with alcohol laws	Significantly reduce binge drinking
Strategic plan	Enhanced enforcement of laws prohibiting sales to minors	# beverage service trainings	Increase awareness of legal consequences for underage drinking	Increase in informed decision-making by teens	Significantly reduce risky alcohol behavior
Training materials	Host alcohol-free activities for youth	# beverage service training attendees	Increase awareness of legal consequences for serving minors	Increase in use of community supports by teens	
Physical space		# purchase attempts by underage decoys	Increase teen opportunities for positive community involvement		
Partners		# sales to underage decoys			
		# hosted activities			
		# activity attendees			



Outcomes Pitfalls

- Describe process outputs, not humanistic outcomes.
- Outcomes are wishful, not really flowing from project activities.
- Outcomes are of limited impact or significance.



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31

BONUS TIP: Logic Model Resources

Program Development and Evaluation

University of Wisconsin-Extension



[Planning Programs](#)
[Designing Programs](#)
[Evaluating Programs](#)
[Using Data](#)
[Expanding Your Effort](#)
[Plan of Work Resource Center](#)
[Who We Are](#)

Home » [Logic Models](#)

Logic Models

Logic Models are a popular tool that can be used to help conceptualize your change effort. It does this by inviting the author (s) to articulate their understanding of the current situation, the changes they hope to bring about through their program effort, with and/or whom, the activities planned to contribute toward this change, the resources needed to

Examples, Templates, Bibliography

Access templates for creating Logic Models, an extensive bibliography, and examples of successful Logic Models.

Popular Resources on Logic Models

Directly access two of our most popular publications (900,000+ hits per year):
Enhancing Program Performance

<https://fyi.uwex.edu/programdevelopment/logic-models/>

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32

Find the Outcome



- A. Faculty, staff, and students will respect and value diversity.
- B. Conduct 10 cultural sensitivity training courses.
- C. Assure an optimal, diverse and competent workforce.

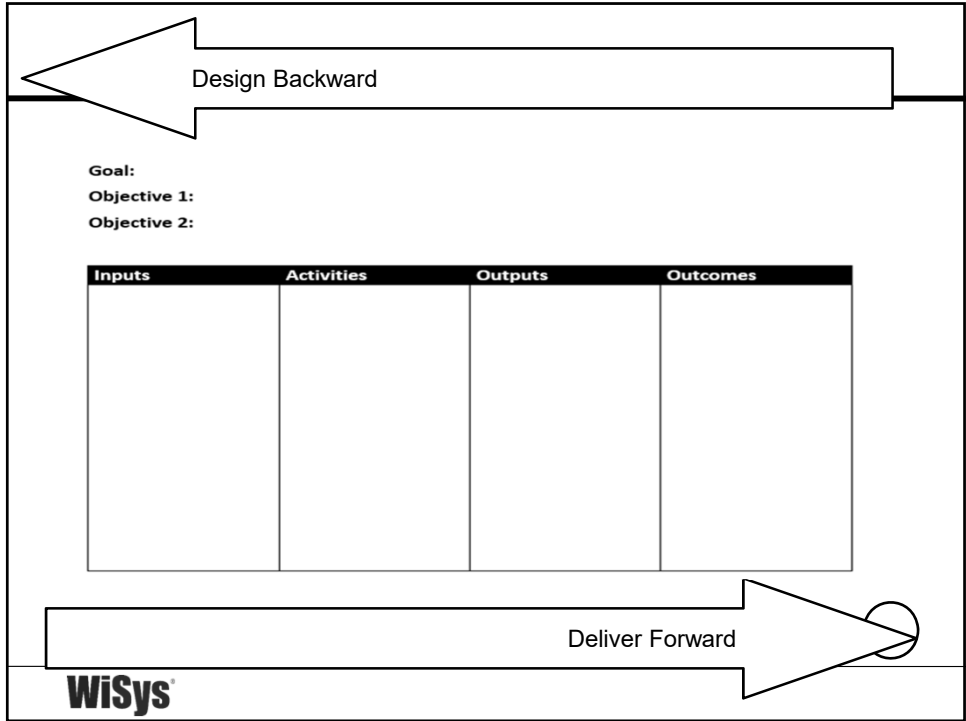
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Putting It All Together



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34



Your Questions?

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36

Grant Professional Development Opportunities



Join WiSys Regional Research Administrator *Jeremy Miner* in exploring various aspects of successful grant writing through an all-new webinar series.

Sessions will each include 60 minutes of presentation and an optional 15 minutes for Q&A.

How to Attend:

- | | |
|---|--|
| <p>IN PERSON:
Learn alongside your colleagues on campus at the locations listed with the opportunity for networking and discussion</p> | <p>VIRTUALLY:
Contact wendy.stocker@wisc.edu for information on joining the webinars remotely</p> |
|---|--|

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SPRING 2018 WEBINAR SCHEDULE:

FEBRUARY 1, 2018
2:00-3:15PM
WIND RIVER ROOM (UC 232)
Humanities & Social Sciences: Getting Funded, Getting Published

FEBRUARY 8, 2018
2:00-3:15PM
WIND RIVER ROOM (UC 232)
Building a Believable Budget

MARCH 1, 2018
2:00-3:15PM
WIND RIVER ROOM (UC 232)
Funding Opportunities for Your Teaching, Research & Scholarship

MARCH 8, 2018
2:00-3:15PM
WIND RIVER ROOM (UC 232)
Goals, Objectives & Outcomes: The "GOO" that Holds a Proposal Together

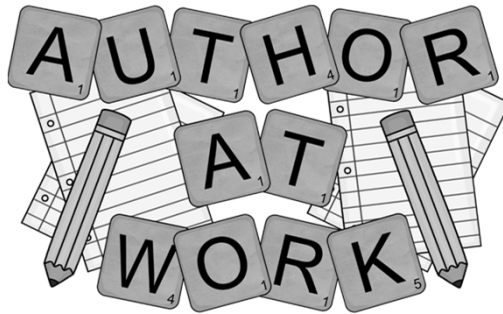
APRIL 5, 2018
2:00-3:15PM
APPLE RIVER ROOM (UC 333)
Half Points: Making Your Grant Proposal Distinctively Different

FOR FULL SESSION DESCRIPTIONS, VISIT:
www.wisys.org/grants/webinars

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37

Go Write Your Best Grant Ever!



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38