


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

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## Session Overview

Goals, Objectives, and Outcomes:

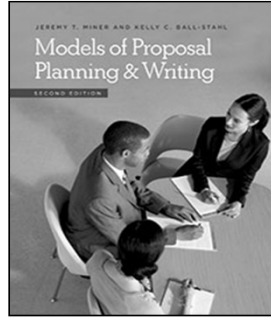
- Definitions
- Examples
- Pitfalls
- Bonus Tips
- Putting it all together



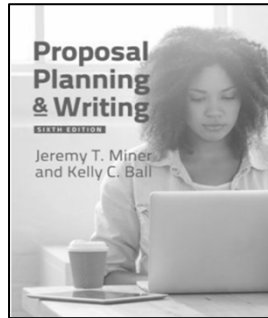
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## Grant Writing Resources



Greenwood, 2016



Greenwood, 2019

ABC-CLIO  
GREENWOOD™  
[www.greenwood.com](http://www.greenwood.com)



Greenwood, 2011

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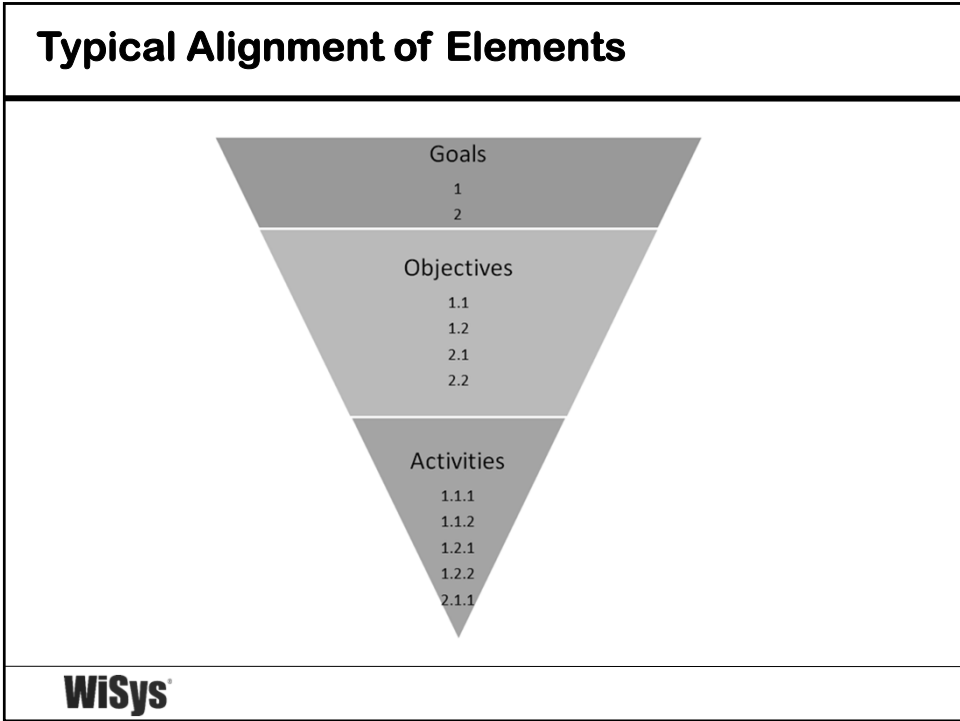
## Proposal Elements

- 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

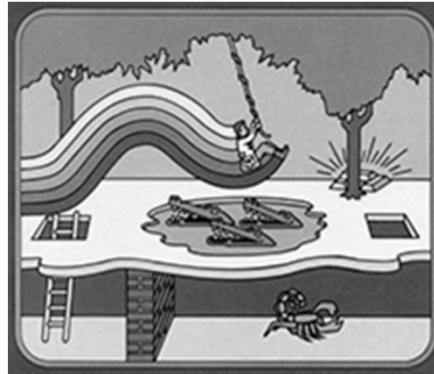
- Expand sexual assault, stalking, domestic and dating violence prevention and education programming for all university students, including all incoming students.
- Develop an Engineering Enrichment and Outreach Program to increase the participation and degree completion rates of underrepresented minorities and women.
- Enhance diversified produce production capacity through training and assistance to state farmers.

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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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<b>BONUS TIP: RFP Analysis</b>	
<b>Government RFP</b> <b>Purpose of Program:</b> 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.	 <b>Proposal</b> 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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<b>BONUS TIP: RFP Analysis</b>	
<b>Private RFP</b> <b>Program Goals:</b> 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.	 <b>Proposal</b> 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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**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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<b>Objective Examples</b>
<ul style="list-style-type: none"> <li>• By June 1, educate 1,000 students in grades 7-12 from the Springfield School District regarding statistics and tragic consequences to underage drinking.</li>   <li>• Increase size (from 3 to 10 individuals) and organization representation (from 3 to 8) of Coalition membership.</li>   <li>• Improve students' ability to use their thinking and reasoning skills to solve performance-based tasks as evidenced by performance on pre- &amp; post- assessments based on lesson plans developed by participants.</li> </ul>
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<b>Goal &amp; Objectives</b>
<p><b>Goal:</b> To improve all students' achievement in reading and application of reading skills in content areas.</p> <ul style="list-style-type: none"> <li>• <b>Objective 1:</b> Teachers will gain knowledge and skills in reading and co-teaching strategies, with an anticipated 30% growth in knowledge over three years.</li>   <li>• <b>Objective 2:</b> 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.</li>   <li>• <b>Objective 3:</b> 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.</li> </ul>
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## Specific Aims



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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.

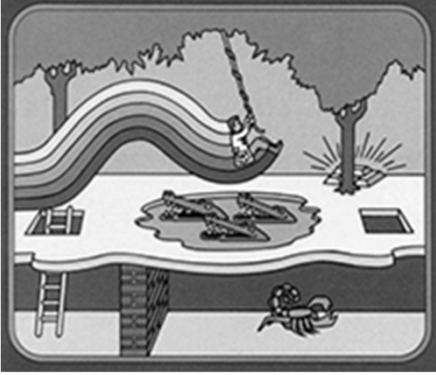
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### Objectives/Specific Aims Pitfalls

- 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

<p><b>Consider Using Strong</b></p> <ul style="list-style-type: none"> <li>• Assess</li> <li>• Correlate</li> <li>• Create</li> <li>• Define</li> <li>• Describe</li> <li>• Develop</li> <li>• Explain</li> <li>• Identify</li> <li>• Interpret</li> <li>• List</li> <li>• Measure</li> </ul>	<p><b>Consider Avoiding Weak</b></p> <ul style="list-style-type: none"> <li>• Appreciate</li> <li>• Approach</li> <li>• Become familiar with</li> <li>• Believe</li> <li>• Check</li> <li>• Consider</li> <li>• Explore</li> <li>• Help</li> <li>• Prepare</li> <li>• Probe</li> <li>• Promote</li> </ul>
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<b>An Outcome is...</b>	
	<ul style="list-style-type: none"> <li>• <b>A statement of humanistic benefits, changes, or effects</b></li> <li>• <b>Measurable</b></li> <li>• <b>A valuable tool for answering the “So what?” question</b></li> <li>• <b>A way to highlight long-term impact and value</b></li> </ul>
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<b>Outcome Examples</b>
<ul style="list-style-type: none"> <li>• <b>Results of this research will not only contribute to a clearer understanding of the role of glia in the development and maintenance and modulation of synaptic function and neuronal network activity but also will have a direct bearing on developing effective therapies for epilepsy, a pathological condition emerging from inappropriate synchronous firing.</b></li> <li>• <b>The outcome of evaluating the peak linear and rotational acceleration impact attenuation ability of hockey helmets across various impact locations is the establishment of a performance characteristic benchmark that may aid in reducing the risk of concussive injuries.</b></li> </ul>
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## Logic Models

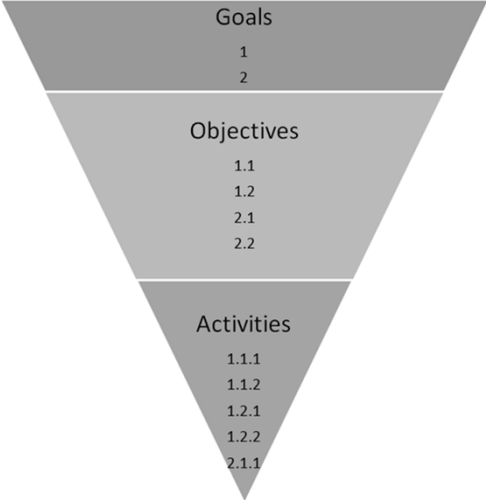
- Where are you going?
- How will you get there?
- What will tell you that you've arrived?



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## Typical Alignment of Elements



**Goals**

- 1
- 2

**Objectives**

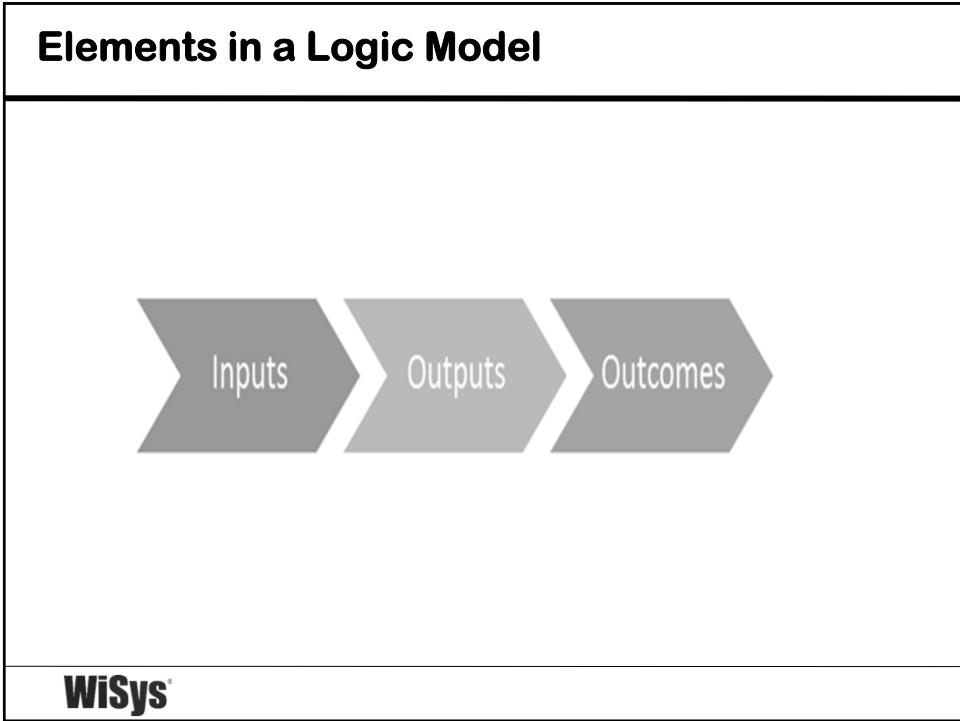
- 1.1
- 1.2
- 2.1
- 2.2

**Activities**

- 1.1.1
- 1.1.2
- 1.2.1
- 1.2.2
- 2.1.1

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## Logic Model for Service Learning

Goal: Undergraduate students will make real world connections to the local community through service, educational outreach, and employment

Objectives	Activities	Process Measures	Outcome Measures
120 students will contribute 3,600 hours to service learning projects	Tutor continuing education adults in mathematics	# Adults in mathematics tutoring	Continuing education adults at the Hispanic Community Center earn their GED diplomas
	Tutor continuing education adults in writing	# Mathematics tutoring sessions	
		# Adults in writing tutoring	
		# Writing tutoring sessions	

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**Alcohol Use Logic Model**

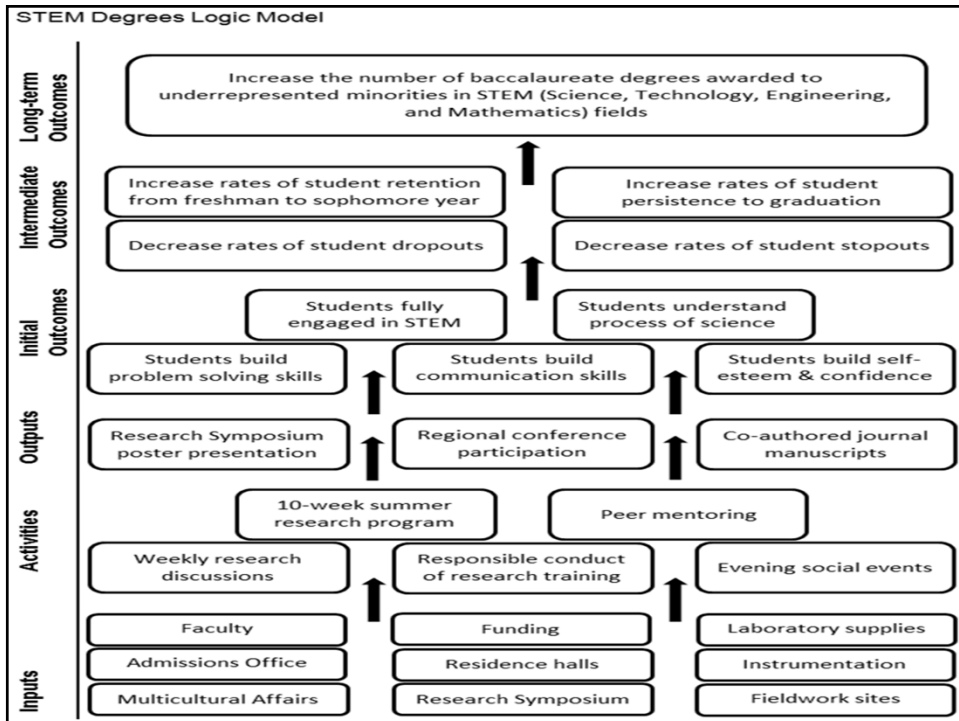
Project Goal: To reduce risky and problem alcohol use and behavior among high school students.

Baseline Problems:

- 73% of 12<sup>th</sup> graders had at least one drink of alcohol during the past 30 days (77% males; 69% females);
- 55% of 12<sup>th</sup> graders had five or more drinks of alcohol at a time in the past 30 days (59% males; 51% females);
- 22% of 12<sup>th</sup> 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			

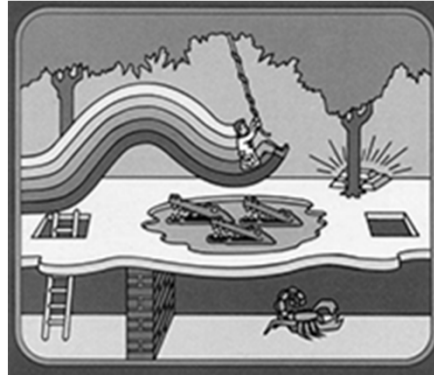
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## Outcomes Pitfalls

- 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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## BONUS TIP: Logic Model Resources

Program Development and Evaluation  
Division of Extension

Search

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 put into the effort, assumptions they are making, and external factors that

**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 with Logic Models (PDF)  
Developing a logic model: Teaching and training guide (PDF)

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

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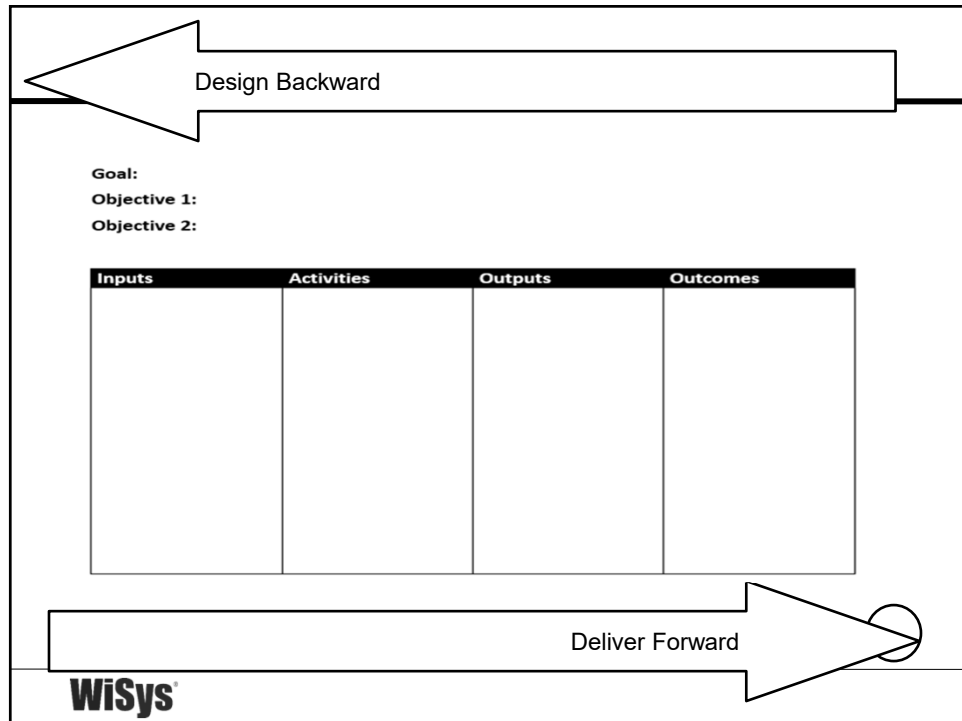
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## Putting It All Together



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## Recap

**A Goal is...**




- A broad statement
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- Future-focused, long-term
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**An Objective is...**



- A narrow statement
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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

**Logic Models**

- Where are you going?
- How will you get there?
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## Your Questions?

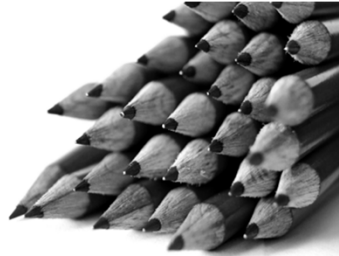


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## Grant Professional Development Opportunities



### Sharpen Your Grant Writing Skills

REGISTER NOW for our live webinar series featuring WiSys grant writing experts Jeremy Miner and Deborah Lundin.

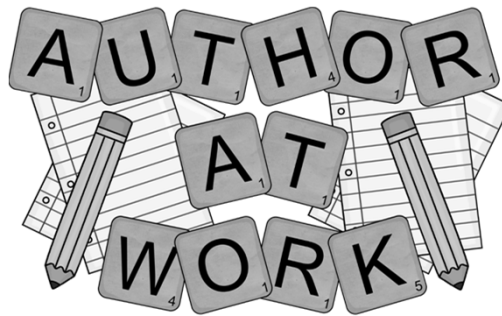
- ▶ October 3 | 2-2:45 p.m.  
Funding Opportunities for Your Teaching, Research, and Scholarship
- ▶ October 9 | 12-12:45 p.m.  
Funding Focus: The National Science Foundation's Major Research Instrumentation (MRI) Program
- ▶ November 7 | 2-2:45 p.m.  
Budget Building Fundamentals
- ▶ November 13 | 12-12:45 p.m.  
The Timeline From Great Idea to Project Execution
- ▶ December 5 | 2-2:45 p.m.  
Analyzing RFPs for Sponsor Hot Buttons
- ▶ February 6 | 2-2:45 p.m.  
Searching for Non-Federal Grant Funding
- ▶ February 12 | 12-12:45 p.m.  
Funding Focus: The National Science Foundation's Faculty Early Career Development Program (CAREER)
- ▶ March 5 | 2-2:45 p.m.  
Improving Your Odds for Success, Even Before Writing Your Application
- ▶ March 11 | 12-12:45 p.m.  
Common Grant Writing Pitfalls
- ▶ April 2 | 2-2:45 p.m.  
Goals, Objectives & Outcomes: The "GOO" that Holds a Proposal Together

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## Go Write Your Best Grant Ever!



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