

CALIFORNIA  
**PARTNERSHIP TO END  
DOMESTIC VIOLENCE**

Together, We're Stronger.

# Crafting Goals and Objectives

Key to understanding where you are headed and how you are going to get there!



Goals and objectives come in a variety of forms – in fact, no two organizations and/or projects will have the same goals and objectives – they are as unique as the organizations and projects themselves.

Stay Positive!



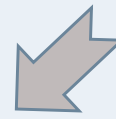
# What is the difference?

## Goals

- Set the direction, long-term achievements
- Ideas/vision – ambitious
- Tied to long-term outcomes, impact
  - Community
  - Client lives (present/future)

## Objectives

- Tell us how to get there, roadmap, stepping stone
- Facts based, concrete
- Specific actions – easy to understand
- Time specific (i.e., 6 mos., 5 years, etc.)



- ✓ Program
- ✓ Project
- ✓ Client
- ✓ Measurable

# Key Elements for Project Goals and Objectives

- Specific – clear with identified expectations
- Measurable - allows you to evaluate your progress and measure performance
- Achievable – needs to be within your program’s means
- Realistic and Relevant – within reach and scope of your program
- Time-Bound – beginning and end points (and in-between points)



# Project Objectives Example

*Time-bound*

*Achievable*

*Realistic*

[By the end of year 3], [our preventionists will have engaged with 300 students], [averaging 100 a year]

*Specific*

[to deliver comprehensive health education curriculum that supports and educates youth around adolescent development, reproductive health and healthy relationships].

# Example – Domestic Violence and Sexual Assault Program

*Organizational Goal – To be an effective leader in our community addressing domestic, dating, and sexual violence, stalking, and sex trafficking through the implementation of high quality intervention and prevention strategies.*



# Potential Projects to Support Our Goal

How does “high quality”  
translate into the  
categories listed?  
*(measures)*

What impact are we  
hoping to make?  
*(outcomes)*

- Staffing
- Services
- Training
- Public Awareness/Community Education
- Offender accountability

# Public Awareness/Community Education Project



**Goal** – Create and/or increase awareness about healthy relationships among youth.

**Objectives** – a) meet with school administration at least *twice* a school year; b) Provide *quarterly* presentations to the elementary, middle, and high schools in the tribal community about healthy relationships.

**Outcomes** – a) youth *increase* their awareness of healthy relationships; b) youth *increase* their understanding of the signs of unhealthy relationships; c) youth are *aware* of program and where to seek assistance; d) tribal schools *incorporate* “healthy relationships” in their school curriculum.





# Challenges

*What is getting in the way of our success? Where are we out of balance?*

- Setting unrealistic goals
- No time set or set time is inappropriate
- Not well planned – someone else's idea
- Too many goals and/or objectives
- No evaluative process

# Summary –

- Direction
- Planning
- Motivation



# Questions?



Diane Gout, PhD

Director of Impact  
Strategies

California Partnership to  
End Domestic Violence

[Diane@CPEDV.org](mailto:Diane@CPEDV.org)