**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, measureable, 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

**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 note 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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