



Project SITE - Students Involved with Their Environment

Region 10 – Alaska, Idaho, Oregon, & Washington

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

◆ 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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