

Goals – The goal is the description of the final anticipated outcome or result. Goals tend to be broad and conceptual. Strive to develop one major goal of your program/project.

Objectives – A statement describing what the project will achieve.

Should be **SMART:**

Specific

Measurable

Achievable

Realistic

Time-phased

Inputs

Resources

*money
staff
volunteers
equipment
supplies*

Activities

Services

*training
education
counseling
mentoring
internships*

Outputs

Products

*classes taught
counseling sessions conducted
educational materials distributed
hours of service delivered
participants served*

Outcomes

Benefits for People

*new Knowledge
increased skills
changed attitudes/values
modified behavior
improved condition
altered status*

Indicators

Identifies what is being measured to track the program's success on an outcome. It is **observable and measurable**