



AFFINITY RESEARCH GROUP MODEL

Writing Goals and Objectives

Goals and objectives succinctly present the intended purposes of the proposed project and indicate what the project will accomplish. Project activities and resources are organized around goals.

Goals should:

- State what is to be accomplished (usually are not measurable).
- Create the setting for what is being proposed.
- Identify a gap in knowledge.
- Describe what is to be achieved and the outcome.
- Should have importance the outcome should have impact on the overarching research goal.

Goals are typically subdivided into objectives, which are more detailed, often including information such as expected outcomes that will enable an evaluator to gauge the project's level of success.

Objectives are operational, state specific outcomes of your project, and are measurable. Objectives will form the basis for the activities and evaluation of the project. The SMART approach can be used as a guide: (<http://www.thepracticeofleadership.net/2006/03/11/setting-smart-objectives/>).

<p>Specific: concrete and well defined.</p> <p>Measurable: criteria for measuring success; ability to determine when the objectives have been achieved.</p> <p>Achievable: ability to attain with effort and commitment; feasible and actionable</p> <p>Realistic: attainable with available resources, e.g., equipment, time, and people</p> <p>Time-bound: achievable in defined time period</p>

Guidelines:

- Check that all objectives relate to and support the overall project goal.
- Ensure that each objective correlates with a specific goal.
- Delineate a reasonable number of objectives and present in a logical order.
- Consider “why” objectives rather than “what” objectives (former is stronger than latter).
- Make sure no objective is dependent on the successful outcome of another.

STRONG AND WEAK VERBS FOR WRITING OBJECTIVES		COMMON ERRORS
Strong Verbs	Weak Verbs	
to increase	to promote	1. Too specific; too broad (Make meaningful and measurable)
to determine	to encourage	
to create/design	to understand	2. Too many; too few (Balance comprehensive and achievable)
to evaluate/analyze	to become aware	
to describe	to work with	3. Too arbitrary; too boilerplate (Ensure significant and relevant)
to contrast	to support	
to classify	to grasp	
to calculate	to study	