GOALS & OBJECTIVES

Affinity Research Groups

<Name of presenters>
Affiliation of presenters
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INTRODUCTIONS-1

Birthplace  Favorite movie
Name
Research interest  Place I would like to visit

INTRODUCTIONS-2

• Meet as many people as you can in the next 5 minutes.
• Find out <add something here>.

TIME LIMIT: 5 minutes

GOALS

Broad purposes around which project activities and resources can be organized.
• State what you hope to accomplish, but usually are not measurable.
• Create the setting for what you are proposing.
• Identify a gap in knowledge.
• Describe what you want to achieve and the outcome.
• Should be important, and the outcome should impact your long-range research plan.

GOAL EXAMPLES: THINK

• Review the goals in the handout.
• What are your observations?
• Time limit: 15 minutes
**GOAL EXAMPLES: SHARE**

- **TIME:** 15 minutes

**SETTING GOALS: THINK**

- **Team Leader:** Share your project’s research goals with your team.
- **Students:** (Individually or with your team leader)
  - What is your *long-term* research/personal/career goal?
  - What are your project/personal/career goals?
- **Time:** 30 minutes

**QUESTIONS: SHARE**

- Share your goals with the group.
- Discussion:
  - (If appropriate): What gap in knowledge does the goal address?
  - How does the goal relate to achieving the long-term goal?
- **Time:** 15 minutes (5 minutes each)

**QUESTIONS: REPORT OUT**

- Discussion:
  - What gap in knowledge does the goal address?
  - How does the goal relate to achieving the long-range goal?
- **Time:** 15 minutes

**OBJECTIVES**

- Operational
- Measurable
- Basis for the activities and evaluation of your project
### OBJECTIVES

**Specific things that will be accomplished in the project**

- Operational
- Measurable
- Basis for the activities and evaluation of project

**Example:** Goal is to reach the top of the mountain. One objective is to have everyone at base camp by 6 pm on June 16th.

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### SMART OBJECTIVES

- **Specific:** concrete and well defined
- **Measurable:** criteria for measuring success; ability to define when objective is achieved
- **Achievable:** ability to attain with effort and commitment; feasible and actionable
- **Realistic:** attainable with available resources, e.g., equipment, time, and people
- **Time-bound:** achievable in defined time period

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### 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 over “what” objectives.
- Make sure no objective is dependent on the successful outcome of another.

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### STRONG & WEAK VERBS FOR OBJECTIVES

**Strong:**
- to increase
- to determine
- to create/design
- to evaluate/analyze
- to describe
- to calculate
- to contrast
- to classify

**Weak:**
- to promote
- to encourage
- to understand
- to become aware
- to work with
- to support
- to grasp
- to study

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### COMMON ERRORS

- Too specific; too broad
  - Make meaningful and measurable
- Too many; too few
  - Balance achievable and comprehensive
- Too arbitrary; too boilerplate
  - Make relevant and significant

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### EXERCISE: THINK

- Review the objectives in the handout.
- What are your observations?
- Time limit: 15 minutes
Write 3 objectives for one or more of your research/personal/career goals.

**SETTING OBJECTIVES: THINK**

Each member shares one objective with the group.

**SHARE**

- Discussion: Is it SMART?
- Time: 15 minutes

**REPORT OUT**

- Time: 15 minutes

**SUMMARY**

- What benefits do you gain as a researcher?
- What value do you bring to your research project?
- What are the differences between goals and objectives?
- Why is it important to articulate goals and objectives?
- Why is it important to have others review your goals and objectives?