

OUTLINING GOALS, OBJECTIVES, & OUTCOMES

This worksheet guides you through defining clear goals and measurable learning outcomes for your program or service. Establishing well-aligned outcomes ensures your work is intentional, aligned with your mission, and driven by what you want participants to know, think, or be able to do. By outlining goals and learning objectives prior to carrying out your program or service, you create a foundation that supports meaningful assessment and continuous improvement.

Program or Service Context

Mission Statement: What is the overall purpose of your department/program/service?

- Mission: _____

Program or Service Description: Brief description of what this program does and who it serves.

- Description: _____
- Target audience: _____

Define Your Goals

Goals are broad, general statements describing what the program intends to accomplish.

1. What big picture change or purpose is this program or service trying to achieve?
2. How does each goal align upward?
 - Outcomes and goals should “align upward” to division and institutional mission.

Goal #1: _____

Goal #2 (optional): _____

Develop Objectives

Objectives are specific results you intend to achieve, typically stepwise or process-driven, and often instructor/staff focused.

- Objective #1 (specific result you intend to achieve): _____
- Objective #2 (optional): _____
- Objective #3 (optional): _____

Draft Learning Outcomes

Learning outcomes are measurable statements describing what the targeted audience of the program or service will know, think, or be able to do because of the intervention. They should be participant-focused, measurable and specific, describe knowledge, skills, or attitudes, and tie directly to the program's goals and mission.

Outcome Writing Prompts in SWiBAT Format (recommended):

- Learning Outcome #1: Students will be able to _____
- Learning Outcome #2: Students will be able to _____
- Learning Outcome #3: Students will be able to _____

Alternative Writing Scaffolds (Bloom aligned language):

Choose a verb:

- identify / describe / summarize / explain / list / apply / analyze / evaluate / create
 - Avoid verbs like understand, appreciate, become aware of

Then complete:

- Who: Students/student employees/participants...
- Will be able to: (your verb + behavior)
- As demonstrated by: (your evidence)

Students will be able to _____ as demonstrated by _____.

Ensure Outcomes Are Measurable

For each learning outcome, answer:

1. Is the action measurable?
 - Yes / No
2. Does it describe one single behavior?
 - Yes / No
3. Does it align with the department/division mission?
 - Yes / No
4. Does it describe knowledge, skills, or attitudes (not satisfaction)?
 - Yes / No

Identify Criteria for the Outcome

Criteria means what “meeting the outcome” looks like. For each outcome, list 2-4 observable criteria:

Outcome #1:

- Criterion 1: _____
- Criterion 2: _____

Outcome #2:

- Criterion 1: _____
- Criterion 2: _____

Outcome #3:

- Criterion 1: _____
- Criterion 2: _____

Prioritize Your Outcomes

Which outcomes are “needed” vs. “nice”? What 1-3 outcomes must be measured to know if the program “did its job”?

Essential Outcomes:

1. _____
2. _____
3. _____

Connect to Assessment Planning

Answer to prepare for the next step:

1. What evidence would demonstrate achievement of your outcomes?

2. Which parts of your program deliver the learning described?
