



Strategic Planning Committee

Goals and Objectives Worksheet

Homework Assignment for Session #3

Goals

Definition:

Goals are statements that describe the school's desired endpoint—the outcome the school wishes to accomplish. Goals cover a long timeframe and support the school's mission, vision, and beliefs.

Importance in Planning:

Goals should be broad, short statements, and relate directly to the mission statement. Goals should reflect the analysis of the school's needs, drive decision-making, and address gaps, such as closing achievement gaps.

Examples:

- We will set high academic standards and ensure students achieve, on average, above state and national averages.
- We will increase the number of third graders able to read at grade level by two percent each year as it strives to reach the World's Best Workforce's goal of all third graders reading at grade level.
- We will develop a 5-year financial plan and establish and maintain a 5% budget reserve.
- We will establish a strong financial foundation that supports achievement of the school's strategic plan.

How do we ensure that the goals are the “right ones?” Below are questions to consider when developing goals.

- Does the goal lead you closer to the vision? Does this goal represent solid movement in the direction that you want to go?
- Is the goal reasonable? Reaching for the stars is one thing, branding as failures all those who do not touch them is another – raise the bar but do not set it at an unattainable height.

- Does the goal challenge the organization? Just as we can err on the side of setting goals too high, we can err on the side of setting goals too low, we can also set up such minimal goals as to render them meaningless. Do not set the bar a few inches above the ground.
- Is the goal clearly understandable? Can all employees, customers, etc., understand what is meant by the goals? Will they engender support?

Now, it is your turn. Consider writing goals below:

We will:

Focus Area: _____ Goal #1: _____

Focus Area: _____ Goal #2: _____

Focus Area: _____ Goal #3: _____

Focus Area: _____ Goal #4: _____

Objectives

Definition:

Objectives are statements that describe the steps that must be taken by the school over a short time period and are designed to help meet a specific goal. Objectives are often referred to as “enabling goals.” Objectives are longer, more descriptive statements.

Importance in Planning:

Objectives are indirectly related to the school’s mission statement. Objectives are action-oriented statements. Objectives should be Strategic, Simple, and Specific; Measurable; Attainable and Achievable; Relevant and Realistic; Time-bound; Inclusive; and Equitable (S.M.A.R.T.I.E.). Several objectives may be required to meet a goal.

Examples:

Goal: We will design and implement a multidisciplinary curriculum framework that is rigorous, relevant, and applies 21 st century learning skills at all levels.	<ul style="list-style-type: none">• Provide a curriculum that is vertically and horizontally aligned in all areas.• Increase critical thinking programming throughout the school including STEM/STEAM and project-based learning.• Apply technology and 21st century skills, including critical thinking, communication, collaboration, and creativity embedded within the curriculum.• Develop and implement a “Portrait of a Graduate” of the school system.
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Now it is your turn. Write one or two objectives to support each goal you wrote on the previous page:

Goal:	Objective:
Goal:	Objective: