



Reviewing Project Goals

Evaluation Technical Assistance Center



Purpose of this Session

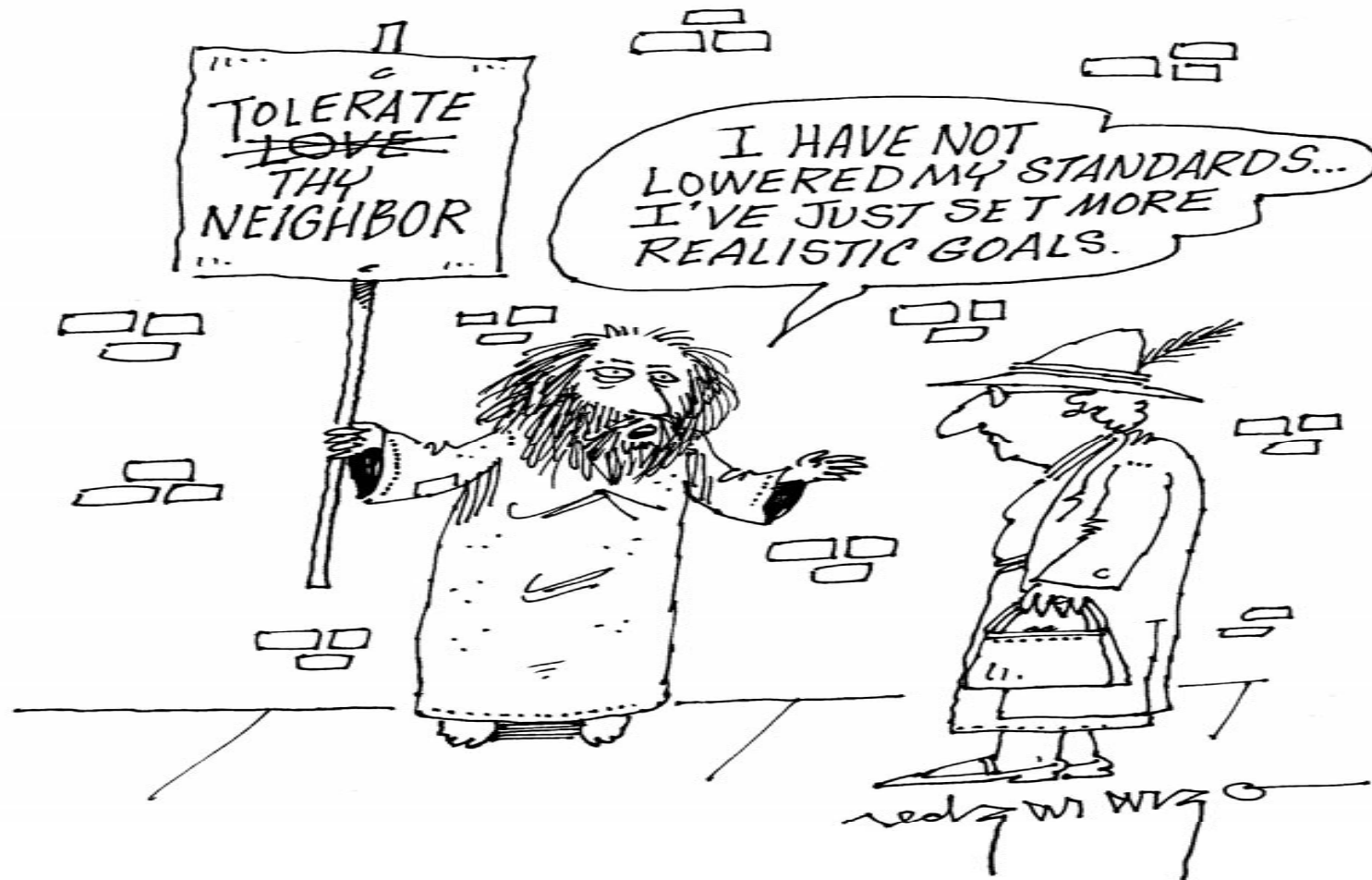
This session will help you to:

- Review your goals as stated
- Assess if goals are measurable based on historical data, project strategies, and project resources
- Assess the extent to which the outcomes are measurable and reasonable
- Refine the goals and outcomes, as needed, so they are achievable



Why Review Goals

- Reality may have set in
- Funding may have changed
- New district initiatives may be implemented
- Personnel have changed
- Once the grant is awarded, it is time to:
 - Bring concreteness and specificity to the project
 - Focus on making goals measurable and reasonable for the target population/s
 - Collaborate and work together





Definitions

Goals: A focused description of intended outcome/s resulting from an intervention

Outcomes/Objectives: Expected specific measurable changes for the target population resulting from the intervention

Strategy: A systematic plan of action to reach pre-defined goals



Steps #1 and #2: Determining the Difference Between Goals, Outcomes/Objectives, and Strategies

- List your project goals, as stated in the grant application
- Explain your original rationale
- Be honest, we are all here to learn!



Step #3: Think About Your Goals

- Examples of some goals that might need to be restated
- Examples of goals that may be outcomes/objectives
- Examples of some goals that may be strategies



STEP #4: Review and Revise Goals

Rethink your goals in terms of:

- Personnel
- Previous performance of target population
- Project start-up and other timelines
- Definitions of measurability and reasonableness



Step #4: Review and Revise Goals

Focused goals:

- Relate to the program's purpose
- Result in the intended outcome/s
- Can be met by the project's intervention and strategies



Step #4: Review and Revise Goals

Tips for Prioritizing Goals

- Consider educational initiatives in the district
- Think about the grant resources (e.g., fiscal, human, material, time) devoted to meeting the goal
- Prioritize strategies to be implemented



Step #5: Linking Outcomes and Strategies

OUTCOMES		
Interim	End-of-Grant	Long-Term
Change in: <ul style="list-style-type: none">● Knowledge● Skills● Procedures● Practices● Awareness	Change in: <ul style="list-style-type: none">● Test scores● Policies● Attendance● Family Involvement	Change in situation: Increased support to military students and families



Step #5: Linking Outcomes and Strategies

- A critical aspect of evaluation is how goals, outcomes, and strategies are logically sequenced and relate to each other
- Outcomes and strategies must be coordinated
- Outcomes and strategies may be interim (annual) or long-term (end of grant)



Step #6: Reviewing Project Goals

The literature shows that it takes
3-5 years for progress to occur
when implementing systemic
interventions or treatments



Step #7: Developing Measurable Project Outcomes

To be measurable, outcomes must:

- Specify numeric changes on a valid scale
- Identify some evidence that is observable
- Contain relevant standards or criteria



Step #7: Developing Reasonable Outcomes

Reasonable outcomes must:

- Relate to baseline school, district, and state data and the literature
- Include changes that may result from the strategies
- Allow for the time and resources devoted to implementing the strategies to achieve the outcome
- Be based on professional judgment



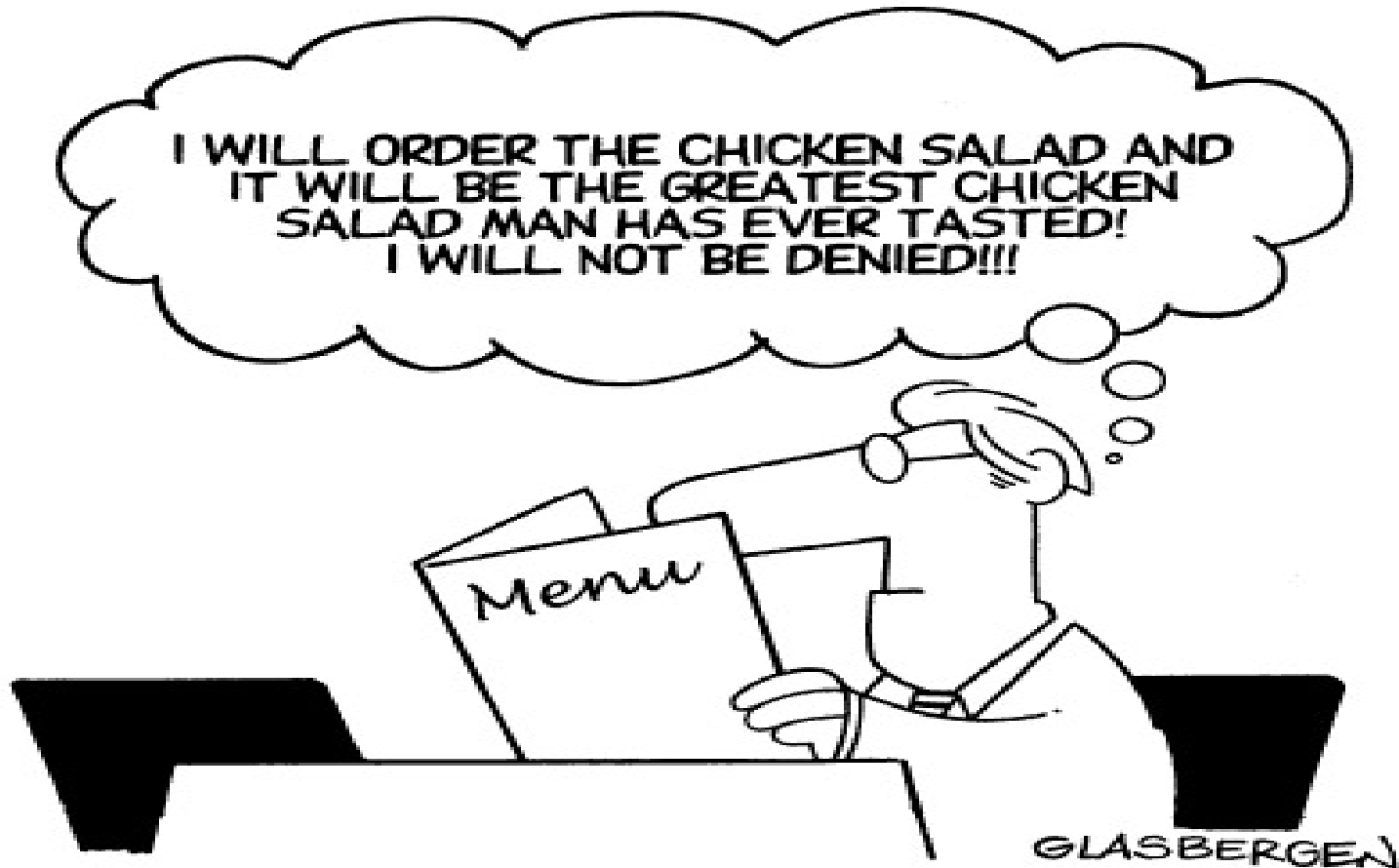
Step#8: One Final Review

- Review the alignment of the outcomes with the goals
- Review the criteria for reasonable and measurable and determine if outcomes meet those criteria
- Check if the outcomes are interim or end-of-grant



Next Steps

- Send the Project Goals and Outcomes to ETAC by January 15. (We will send reminders and the email address.)



After the goal-setting workshop,
Larry's life was never quite the same.