**Developing Strong Project Objectives**

This addendum is designed to help you create strong, clear, and effective project objectives that ultimately lead to achieving your project goal. These exercises will help you clearly separate your objectives from your project activities, align with your intended outcomes, and ensure your objectives reflect your community’s priorities and values. By developing strong objectives, you set a clear roadmap for your project, making it easier to plan activities, measure progress, and achieve meaningful results.

**Activity: Determine if the statement is an Objective or an Activity**

*An objective is a specific and measurable step needed to reach a larger project goal that your organization aims to achieve, while an activity refers to the actions or tasks undertaken to accomplish that objective.* ***Read each of the statements below and decide whether it is worded as an Objective or an Activity.***

|  |  |  |
| --- | --- | --- |
| Statement | Worded as: | |
|  | Objective | Activity |
| By the end of 36 months, at least 50% of project participants will have increased their language skills by two levels, using the tribally established language level table. |  |  |
| By the end of the 24th project month, the language department will hold 4 seasonal language camps. |  |  |
| By the end of the 36th project month, eight community members will have attended 15 trade skill classes. |  |  |
| Within 24 months, project staff will have developed and published 5 online language resource materials. |  |  |
| By the end of the 12th month, the Nation’s environmental department will hire an Environmental Officer |  |  |

**Why Measurability is Key**

A strong objective will describe what you intend to change and the amount of change that will occur. Using terms like “increase” or “decrease” helps identify the change, and including a specific measurement (how much of an increase or decrease is expected) in an objective provides a clear target for tracking progress toward achieving the objective and reaching the goal. A clearly defined measurable enables you to monitor and adjust your project to successfully reach your goal.

**Activity: Choose the stronger objective in each pairing**

1a. Objective: By the end of 36 months, 50% of 40 project participants will have increased their language skills by two levels, based on pre- and post-tests and using the established language level table.

1b*.* Objective: By the end of 36 months, half of the project language participants will have demonstrated an increase in their language skills.

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2a. Objective: By the end of year 2, the tribal language department will hold 4 seasonal language camps.

2b. Objective: By the end of year 2, the tribal language department will have developed a language curriculum with language resource materials for grades 7-9.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3a. Objective: By the end of the 12th project month, 20% of project participants will have completed preliminary trade skills training and submitted apprenticeship applications to regional trade programs.

3b. Objective: By the end of the 12th project month, eight community veterans will have attended five trade skill classes.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4a. Objective: By the end of 24 months, eight Native business owners will have participated in six local farmers’ markets.

4b. Objective: By the end of 24 months, 8 out of 10 participating Native-owned agricultural businesses will have increased their net profits by 15%.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5a. Objective: By the end of the 3-year project, the truancy rate of our tribal youth aged 13-18 will decrease from 10 in every 100 students to 5 in every 100 students.

5b. Objective: By the end of the 3-year project, students will attend all classes required for on-time graduation.

**Activity: Draft your Objective(s)**

|  |  |
| --- | --- |
| **Project Goal**: State your Project Goal. | |
| **OBJECTIVE** | |
| Begin with the timeline –  *By the end of \_\_\_* |  |
| What will change (increase, decrease, improve, etc.)? |  |
| How much change do you expect to see by the time the objective is reached?  *Can be expressed in percentages, hard numbers, through the use of a scale, scores from pre- & post-tests, etc.* |  |
| Combine the above answers to write a single project objective. | |

|  |  |
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