

Goals and Measures

GOAL

A goal is an abstract and general umbrella statement, under which specific objectives can be clustered.

OBJECTIVE

Objectives are statements that describe—in precise, measurable, and obtainable terms—defined and desired learner outcomes

A goal is an overarching principle that guides decision making. Objectives are specific, measurable steps that can be taken to meet the goal.

Goals are broad	Objectives are narrow
Goals are general intentions	Objectives are precise
Goals are intangible	Objectives are tangible
Goals are abstract	Objectives are concrete
Goals are generally difficult to measure	Objectives are measurable

Action words used to develop objectives:

Arrange Assemble Collect Compose Construct Create Design Develop Formulate Manage
Modify Organize Plan Prepare Produce Propose Predict Reconstruct Set-up Synthesize
Systematize Devise

STANDARDS AND MEASURES

Performance Standards: Organizational or system expectations to improve public health practices based on internal or external goals or benchmarks

Performance Measures: Clearly defined indicators for collecting data to assess achievement of standards

Reporting of Progress: Documenting and analyzing results vs. expectations and communicating such information as feedback to guide future performance improvement decisions

Quality Improvement: A process to manage change and improve performance in public health policies, programs, or infrastructure based on standards, data, and reports

