

Setting Goals and Objectives



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Introduction to Goals



- A watershed plan is a work plan for achieving water resource goals.
- Planning is a process that educates, builds relationships, and sets the stage for informed and focused actions.

Types of Watershed Goals



- **Environmental**

- Uplift
- Quality
- Habitat

“Restore aquatic habitat.”

- **Social**

- Involvement
- Education
- Awareness

“Residents understand watershed issues.”

- **Programmatic**

- Regulations
- Protection
- Funding

“Local government efforts protect streams.”

Approaches to Writing Goals



- **Draft as a group**
 - Pro – everyone has input from the beginning
 - Con – starting from scratch can be hard, especially in a group setting
- **Draft alone**
 - Pro – can bring a “trial balloon” to the group for feedback
 - Con – others may feel less ownership if they aren’t part of original thought process
- **Simple vs Complex**
 - Level of detail can determine access to funding
 - Depends on group, your needs, the issue, resources
- **Big or Small**
 - Measureable, reasonable, achievable
 - Is your goal implementable?
 - Do you have buy in?

Goals Activity



Table 1: Upland Polluting Rate Goals

- 1. TN < 4 lbs/ac/year
- 2. TP < 0.6 lbs/ac/year
- 3. TSS < 0.22 tons/ac/year

Table 2: Fully functioning and supporting stream ecosystem in McDowell Creek.

Table 3: Monitor plan implementation progress on a schedule that allows identification and funding of new projects as appropriate for capital improvements programs, annual budgets, and other funding opportunities.

Table 4: Educate and involve the local community in the ongoing implementation of the watershed plan and long-term stewardship of the watershed.

Goals Activity



- Is this goal environmental, social, programmatic, or a combination?
- What do you think the driver might be behind why this goal was written?
- Is this a quantitative or qualitative goal?
- Is this a “good” goal? Why or why not?
- How might you implement this goal? How would you know whether you have reached your goal or you are on track towards reaching your goal?
- In your watershed/organization, would a similar goal work for your situation? Why or why not?

Objectives



- Objectives help a group to focus on outcomes that we want to achieve rather than focusing just on activities.
- Objectives allow you to measure your success.
- Objectives help to guide work plans and tasks (is what I'm doing helping to achieve my objective?)

Goal vs Objective



- **GOAL:** A goal is a broad statement that reflects the overall purpose of a program and what the program will accomplish. A goal is the end result.
- **OBJECTIVE:** An objective is a specific, measurable statement that describes short, intermediate, and long-term intended results of a program that fulfills an overall goal.

Example



- **GOAL:** Waterfront property owners will learn about water quality and therefore pollute less
- **OBJECTIVE:** At least 300 waterfront property owners participating in the Water Quality Program will adopt at least one management practice to protect water quality as measured by a 3-month follow-up survey.

An Objective...



- is not a list of all the activities (often action items) or responsibilities of the organization's (or board members') roles (e.g. host quarterly watershed group meetings).
- is a direct link between the work the organization or board members perform and the strategic plan or logic model. It should lead to our goal. It is a focus on outcomes rather than activities*

* However, you can have process objectives (about actions and activities) or outcome objectives (about results of actions and activities).

Example



- **Process Objective – Engage X number of members or potential new members at Y # of events by date.**
- **Outcome Objective – X number of new members will join watershed group by date.**

SMART Objectives



- **S - specific**
- **M - measurable**
- **A - achievable**
- **R – realistic/relevant**
- **T – timely/time-bound**

SMART Objectives



Specific

- Is it clear and well defined?
- Is it clear to anyone with a basic knowledge of the work area?

Measurable

- Know if the goal is obtainable and how far away completion is
- Know when it has been achieved

Achievable

- Is there a realistic path to achievement?

Realistic/Relevant

- Is it within the availability of resources, knowledge, and time?
- Can the people associated with the objective make an impact on the situation? Do they have the necessary knowledge, authority and skills?
- Is it important to the success of the project or organization?

Timely/Time-Bound

- Enough time to achieve the goal. Is there a time limit?
- Not too much time, which can affect work performance

Writing Objectives – Activity



For the goal you discussed earlier:

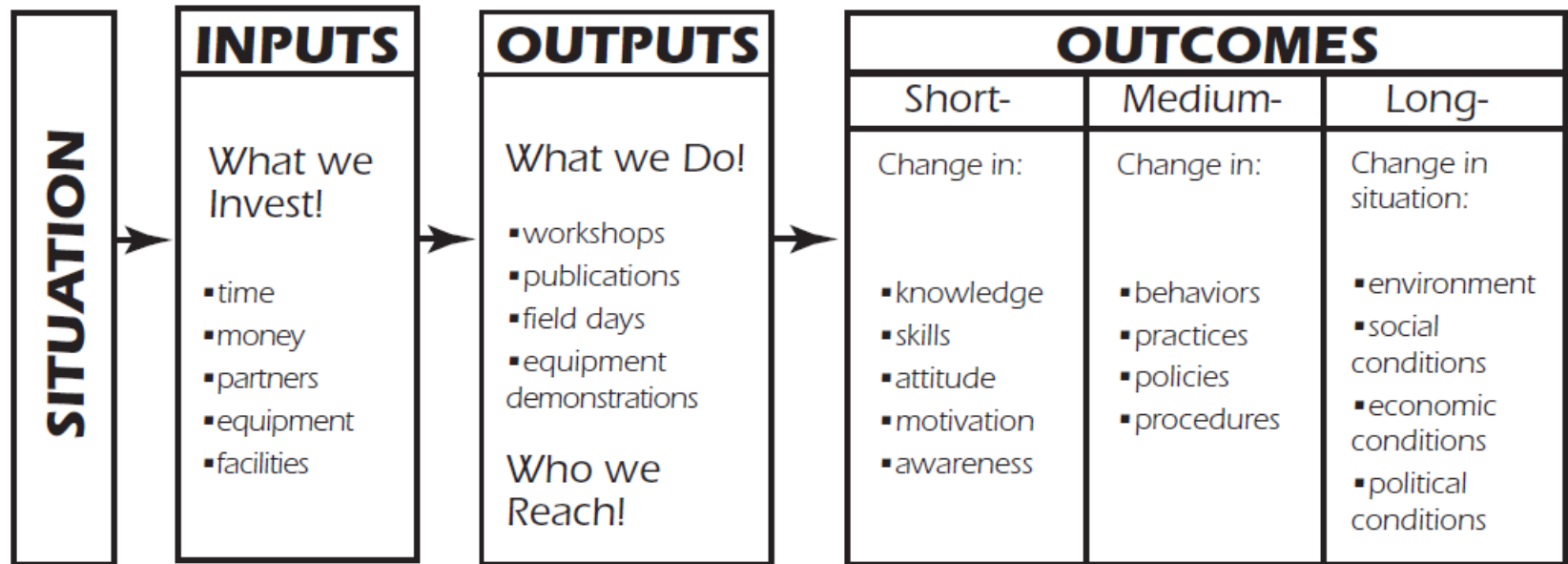
1. Individually, write 1 SMART objective for this goal.
2. Before sharing your individual objectives with each other, as a group, write 1 SMART objective for this goal.
3. Share your individual objective with your tablemates and discuss.
4. Which was easier to do (writing alone or together)?
What did you learn about writing objectives?

Tying it all together



- **Goals, objectives, management strategies, indicators**
 - Structure
 - Terminology
- **Strategic planning frameworks**
 - Logic model
 - Simple lists
 - Background context
- **How to prioritize/move forward?**

Logic Model Framework



Evaluation Study: Measurement of process indicators — measurement of outcome indicators

Simple Framework



- **Goal:** Improve water quality in Dream Creek.
- **Objective:** Install stormwater infiltration BMPs to reduce runoff discharge from adjacent Big Box parking lot by 50% within 2 years.
- **Management Strategy:** Remove gutter and storm drain and install 2 rain gardens and 1 bioswale at parking lot outlet.

How to prioritize?



- Easy to measure?
- Important to measure?
- More essential to meeting goal?
- More realistic?
- More time-bound?
- Responsibilities to funding sources or stakeholders?

End Result



- **Depends on**
 - Scale (of watershed, of problem, of effort)
 - Team (Who is involved? Expertise? Personalities?)
 - Funding (Have funding? Seeking funding? Reporting to funders?)
 - Purpose (General or specific)
- **Adapt!**