

## EXHIBIT A GOALS AND OBJECTIVES WORKSHEET

### INTRODUCTION

The Organizational Support Program or Creative Communities San Diego Goals and Objectives serve two important purposes: they provide the Commission with an overview of your organization's program outcomes for the proposed contract year and the scope of services for your Agreement with the City of San Diego. The following information will help you write goals and objectives that are clearly stated, measurable and meet the legal requirements for City contracts.

### WHAT IS A GOAL?

A **Goal** is a general, long-term, result-oriented statement that describes the overall intended results of a major program area, such as Artistic Programming, Board Governance, Marketing, Education, etc. If all your goals were achieved, you would fulfill your mission.

**Writing Tip:** When writing your goals, it is better to lead with public-benefit goals and conclude with internal, capacity building goals. In terms of format, each goal should be immediately followed by the supporting objectives.

### Sample Goal:

- *To provide professional quality theatrical performances.*
- *To provide arts education opportunities to visitors of all ages through public events & programs.*

### WHAT IS AN OBJECTIVE?

An **Objective** is a specific, measurable, and achievable short-term result consistent with a Goal. An effective objective should meet the following four conditions:

- Be specific (describe what will be achieved);
- Be action oriented (describe anticipated changes);
- Be time sensitive. Actions should be fulfilled within the contract period; and
- Be achievable (realistic and feasible ) given the organization's budget and capacity

**Writing Tip:** When writing your objective, begin with the end in mind. Think ahead 12 months. Imagine that you have completed your contract with the Commission and are writing the Final Performance Report in which you describe how well the objective was achieved. If you can't anticipate what your response will be - in specific quantifiable terms - revise your objective.

### Sample Objectives:

- *Produce 6 main stage plays (8 performances of each)*
- *Offer one docent-led tour per week for each of the six scheduled exhibitions.*
- *Provide 10 low income (Title I) City elementary schools (10,000 students) with free field trips to the museum.*
- *Continue "Senior Sundays", a once-per-month "plein aire" painting class for up to 50 seniors per class.*

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These are just a few examples of how you can write clear goals and measurable objectives. If you need more help, call Nigel Brookes [nbrookes@sandiego.gov](mailto:nbrookes@sandiego.gov) at 619-236-6798 or Teresa Holm [tholm@sandiego.gov](mailto:tholm@sandiego.gov), at (619) 236-6803 for assistance.