



Goals and Objectives

Information to assist DD Council staff with developing 5-year
State plan goals and objectives

Purpose of the Webinar

- Review the requirement for plan goals
- Guidance for developing goals
- Guidance for developing objectives
- Review the requirement for goal rationale
- Guidance for Developing the Rationale

Goal(s) – DD Act Requirement

- Section 124(c)(4)(A)
- Specify 5-year goals, as developed through data driven strategic planning for advocacy, capacity building, and systemic change related to the areas of emphasis to be undertaken...

Template items

5-Year State plan goal(s)

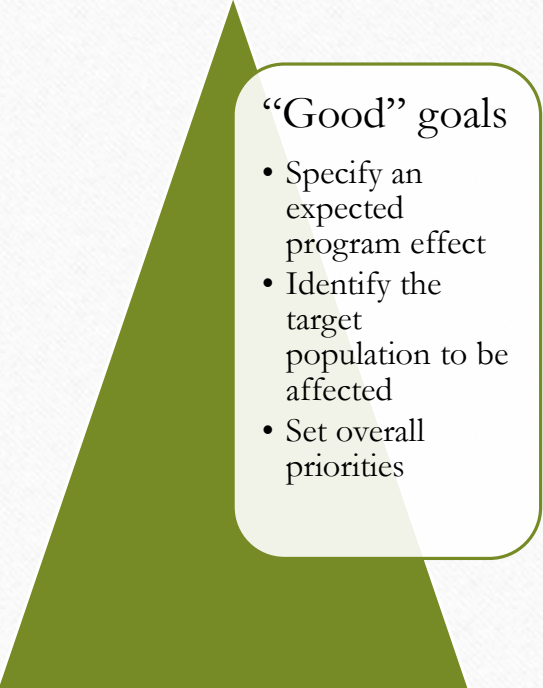
Objectives

Expected Outcomes

What is a goal?

- A **goal** is a measurable statement of purpose for the desired long-term (5-year), global impact of the area of focus. Goals generally address change.
 - Well-written goals help to establish the overall direction for a DD Council area of focus, define the scope of what the area of focus should achieve, and serve as the foundation for developing objectives.

Criteria for developing a “good” goal



“Good” goals

- Specify an expected program effect
- Identify the target population to be affected
- Set overall priorities

- **Declarative statements**—provide a complete sentence that describes an outcome .
- **Jargon free**—use language that most people in the field outside your own agency are likely to understand.
- **Concise**—get the complete idea of your goal across as simply and briefly as possible, leaving out unnecessary detail.
- **Easily understood**—provide a goal in which the language is clear and for which there is a clear rationale.
- **Positive terms**—frame the outcomes in positive terms. Avoid the use of double negatives.
- **Framework for objectives**—provide a framework so that the objectives are stepping stones to make progress to achieve the goals.

Self-Advocacy Goal Example

- Example: [The DD Council will] Strengthen a program for the direct funding of a state self-advocacy organization to increase the number of people with developmental disabilities active in systems advocacy.

Use the criteria to assess the goal statement

Criteria to assess goals	yes	no
GOAL: [The DD Council will] Strengthen a program for the direct funding of a state self-advocacy organization to increase the number of people with developmental disabilities active in systems advocacy.		
1. Does it specify an expected program effect in addressing an issue for people with developmental disabilities and their families?		
2. Is a target population identified?		
3. Is it a declarative statement?		
4. Is it free of jargon?		
5. Is it concise?		
6. Is it easily understood?		
7. Is it stated in positive terms?		
8. Does it provide a framework for strategies and objectives?		

What is an objective?

An **objective** is a specific, measurable statement of the desired immediate or direct outcomes of the initiative that support the accomplishment of a goal.

Objectives

Describe results to be achieved and the manner in which results will be achieved.

Set targets for progress and accountability

Describe how and when results will be achieved

The SMART Method

Provides a framework to ensure well-written objectives

Specific

- Who? (target population and who is doing the activity) and What? (action or broad activity for the objective)

Measurable

- How much change is expected

Achievable

- Can be accomplished given current resources and constraints

Realistic

- Addresses the scope of the DD Council purpose and proposes reasonable programmatic steps

Time-phased

- Provides a timeline indicating when the objective will be met

Examples of SMART Objectives

Sample GOAL: [The DD Council will] Strengthen a program for the direct funding of a state self-advocacy organization to increase the number of people with developmental disabilities active in systems advocacy.

- **Objective 1:** By the end of each fiscal year strengthen a program for the direct funding of a state self-advocacy organization led by individuals with developmental disabilities.
- **Objective 2:** By the end of each fiscal year, support opportunities for at least five self-advocate leaders to increase leadership knowledge and skills for at least 20 people with developmental disabilities who want to become leaders.
- **Objective 3:** By the end of each fiscal year, identify and support 10 people with developmental disabilities trained in leadership to participate on diverse leadership boards and coalitions and/or work groups.

Use the criteria to assess the objective(s)

Criteria to assess SMART objectives		
	Yes	No
Specific: Who (target population and persons doing the activity?) What (action/activity)		
Measurable: How much change is expected		
Achievable: Can be accomplished given current resources and constraints		
Realistic: Addresses the scope of the program and proposes reasonable programmatic steps		
Time-phased: Provides a timeline indicating when the objective will be met		

Objective 2



Time-phased

By the **end of each fiscal year**

Specific - what

support **opportunities**

Measurable

for **at least five**

Specific-who

self-advocate leaders

Measurable
Specific - what

to **increase leadership knowledge and skills**

Measurable

for **at least 20**

Specific – who
Measurable

people with developmental disabilities who want to become leaders.

Achievable – can this objective can be accomplished with current funding? other considerations?

Realistic – does the objective convey the scope of the work and propose reasonable programmatic steps?

Rationale – DD Act requirement

- **Rationale for Goal Selection [Section 124(c)(3)(E)]**
 - Specifically, the DD Act requires a DD Council to include a rationale for the goals related to advocacy, capacity building, and systemic change to be undertaken by the Council to contribute to the achievement of the purpose of this subtitle.

Guidance for developing the rationale

- Reflect and base the rationale on related information:
 - The Comprehensive Review and Analysis (CRA)
 - Demonstrate relationship between goal(s) and identified needs
 - Include explanation of process to prioritize goal(s)

Element - CRA

- The rationale for the DD Council's selection of specific goal(s) should be based on and related to the information in Part A (State Information, demographics and other data), and information from the Comprehensive Review and Analysis (CRA) in Parts B (Portrait of the State Services) and C (Analysis of State Issues and Challenges).
- The rationale should include strategies that are selected to address the goals.

Element – Public Input

- There should be a direct relationship between the goals and the needs identified based on the data collected and/or reviewed, and feedback from a wide range of diverse stakeholders.

Prioritization process

- Include a brief explanation of how the DD Council prioritized issues to be addressed in the Plan
 - Note: The DD Act provides a broad mandate to address needs in the State/Territory, not all issues identified and analyzed in Parts B and C can be addressed by the DD Council and therefore, it is essential that DD Councils prioritize their work.

Upcoming TA

- Technical Assistance Institute – Revised 5-year State plan template will be released by AIDD. Includes targeted disparity, collaboration and annual work plan elements.
- Logic Model – ITACC anticipates a requirement coming forward for a 5-year logic model.
- Draft performance measures are being piloted – lessons learned will be shared.
- Additional TA on 5-year State plan components.

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