

Goals & Objectives for VLF Matching Grants

Virginia Literacy Foundation
Starting Fiscal Year 2019/2020



S.M.A.R.T. Goals

- **Goals:** are general statements of results; they specify a target group and address something that will undergo change.
 - **S – specific**
 - **M – measurable**
 - **A – attainable**
 - **R – realistic**
 - **T – time-specific**

S.M.A.R.T. Objectives

- **Objectives:** are more specific and identify the results to be achieved, they address criteria by which results will be measured, offer a time frame, and mentioned a specific target group.
- Objectives answer the following 5 considerations:
 - **What**
 - **Results**
 - **Criteria**
 - **Time frame**
 - **Target**

Activities

- Activities achieve an objective. They are NOT objectives
- They answer the
 - “who,”
 - “what,”
 - “when,”
 - “where,” and
 - “how

Considerations

- Measurable objectives that lead to the intended goal
- Activities that lead to achieving an objective (they do not lead to achieving a goal)
- A schedule of goals examined and evaluated regularly to see if the objectives and activities still lead to the promised results
- Writing from a strategic direction that leads to community impact