

INTRODUCTION

WORKSHOP 4 SETTING OUTCOMES AND GOALS

CONTENTS	OBJECTIVES:
<p>Pre Workshop Planning: Overview</p> <p>Background Information</p> <p>Workshop Presentation: Proposed Workshop Guide</p> <p>Pre Workshop Planning: Workshop Preparation Workbook Sample Agenda</p> <p>Handouts</p> <p>Exercise</p> <p>Recording Worksheet</p>	<ol style="list-style-type: none">1. Learn the concept and importance of outcome statements and learn to create them2. Learn to create goal statements3. Learn how outcomes and goals relate to each other

MATERIALS AND SUPPLIES FOR THIS WORKSHOP:

MATERIALS:

- ▶ Sign in sheet
- ▶ Sample Agenda
- ▶ Calender
- ▶ Handout 1: OUTCOME STATEMENTS
- ▶ Handout 2: OUTCOMES AND GOALS
- ▶ Handout 3: STEPS TO REACH YOUR OUTCOME
- ▶ Handout 4: MORE OUTCOMES & GOALS
- ▶ Exercise 1: P.A.R.K. EXERCISE
- ▶ Workshop 3 Compiled Results

SUPPLIES:

- ▶ Easel pad
- ▶ Easel pad stand
- ▶ Markers
- ▶ Pens/Pencils
- ▶ Snacks/Drinks
- ▶ Writing Pad
- ▶ Tape

OVERVIEW

In this Workshop, the group is introduced to concepts of outcomes and goals. They brainstorm possible outcomes they want to see accomplished in their community. Then they brainstorm appropriate goals needed to reach the outcomes.

- ◆ Two major community planning tools for this workshop are **Outcome Setting** and **Goal Setting**.
- ◆ Outcome setting is making a list of broad changes you would like to see in your community. It is important to think of outcomes before putting together your action plan. This way you will see the ultimate result of your efforts.
- ◆ Goal Setting is stating ways of accomplishing the desired outcome. It is necessary to build consensus on phrasing the action statements, choosing the priorities and committing to accomplish the goals. The action plan needs to be created as a team to represent the vested interest of the entire group.

4.1 CREATING AN OUTCOME STATEMENT

a. WHAT IS AN OUTCOME STATEMENT?

- ◆ An outcome statement says what you want to see changed in the community
- ◆ It is a positive statement
- ◆ It tells you in numbers or percentages what level of change you want
- ◆ It tells you by when you would like to see the change completed

b. WHY ARE OUTCOMES IMPORTANT?

- ◆ Demonstrate that our efforts will result in positive results
- ◆ Allow us to connect the present to the future by tracing our steps
- ◆ Make sure the community will be enhanced by what we do
- ◆ Give focus, energy and motivation to planners and participants of the group
- ◆ Provide a way to measure progress towards the desired change
- ◆ Identify productive and unproductive activities towards getting results
- ◆ Help determine the best strategy for putting projects together

c. LONG-TERM OUTCOME VS. SHORT-TERM OUTCOME

- ◆ **LONG-TERM** outcome defines what you are ultimately working towards accomplishing.
- ◆ **SHORT-TERM** outcome can be defined as an outcome that is achieved before the long-term outcome is achieved. It can provide a way for you to measure progress towards the long-term outcome.

You need a short-term outcome if:

- ◆ The estimated time for the long-term outcome being accomplished is a long ways away
(Ex. In 5 years from now, ...)
- ◆ Many steps need to be taken to achieve the long-term outcome and it's hard to keep up with all of the progress
(Ex. In 2 years, 95% of the seniors at high school "X" will graduate)
- ◆ The long-term outcome is not measurable
(Ex. Our neighborhood will look its best in two years)
- ◆ There are limited resources to achieve the long-term outcome
(Ex. Money, people, supplies, equipment)

Note: You can use more than one short-term outcome depending on the complexity of the long-term outcome

d. HOW CAN YOU INCREASE CHANCES OF REACHING YOUR OUTCOME?

- ◆ Use indicators to measure your progress towards your outcome
- ◆ Adjust or redesign your project as needed
- ◆ Develop new initiatives
- ◆ Evaluate your organization in small categories and as a whole
- ◆ Evaluate the needs of your organization
- ◆ Evaluate the opportunities available to make your organization stronger

Note: All of the elements listed above (4.1 d) are discussed in
WORKSHOP 7 - MONITOR, EVALUATE AND UPDATE

4.2 CREATING A GOAL STATEMENT

WHAT IS A GOAL STATEMENT?

- ◆ A GOAL STATEMENT SAYS WHAT YOU ARE AIMING TO DO, BUT NOT IN A LOT OF DETAIL

A typical goal statement is:

- ◆ Short
- ◆ Has only one major thought
- ◆ Has an action word
- ◆ Does not say how the goal will be met

4.3 HOW ARE OUTCOMES RELATED TO GOALS?

- ◆ Goals are more specific and less vague than outcomes
- ◆ Outcomes help answer:
 - ◆ How does achieving goals for a community impact the group and the rest of the community?
 - ◆ What is the purpose of reaching a specific goal?
 - ◆ Can the baseline for the outcome be used to measure our progress towards a goal?
- ◆ Goals help answer:
 - ◆ What do we want to accomplish?
 - ◆ What is the direction and focus of our project?

Outcome Statements

- ◆ Increase number of employed residents by —% by year —
- ◆ Increase number of drug free people to —% within — years
- ◆ Have no more homeless people in our neighborhood by the year —

Goal Statements

- ◆ Increase number of employment training centers
- ◆ Remove drugs and drug dealers from the neighborhood
- ◆ Get more homeless people in long term shelters

WORKSHOP PRESENTATION

WORKSHOP 4 SETTING OUTCOMES AND GOALS

PROPOSED WORKSHOP GUIDE

Time	Activity / Topic	Presentation	Materials Needed
2 MIN	Agenda	Introduce the agenda Ask participants if any changes are needed to be made	* Agenda
3 MIN	Objectives	Present objectives of the workshop	* Objectives written on easel pad
5 MIN	Review	Distribute compiled results of Workshop 3 Ask the participants if any changes are needed to be made	* Compiled results of Workshop 3
10 MIN	Report on Tasks	Ask the participants to report on their assigned tasks Record the new information collected	* Easel Pad * Markers
5 MIN	Present	Present: Creating an Outcome Statement (See Background Information 4.1) Distribute Handout 1	* Handout 1
20 MIN	Exercise	Distribute Exercise 1 "P.A.R.K." Exercise Explanation (2 MIN) Ask the participants to break into pairs and create outcome statements for each segment of the "PARK" exercise (8 MIN) Ask them to answer the following questions for each identified outcome statement: * What change will be made in the community? * Is it a positive statement? * Does it answer "by when" and "how much"? * Is your chosen outcome Long-Term or Short-Term? Report back to the group (10 MIN)	* Exercise 1 * Paper * Pens
10 MIN	Break		* Snacks/ Drinks

WORKSHOP PRESENTATION

WORKSHOP 4 SETTING OUTCOMES AND GOALS

PROPOSED WORKSHOP GUIDE CONT.

Time	Activity / Topic	Presentation	Materials Needed
5 MIN	Present	Present: Creating a Goal Statement (See Background Information 4.2) Distribute Handout 2	* Handout 2
20 MIN	Exercise	Ask the paired groups to come up with goal statements for the 4 outcome statements they created during "PARK" Exercise (10 MIN) Remind the group of: * Components of Outcome Statements * Components of Goal Statements Ask the pairs to report on what they came up with (10 MIN)	* Exercise 1 * Pens
35 MIN	Brainstorm	Brainstorm outcome statements for each identified committee, category and or issue(s) of interest	* Easel Pad * Markers
35 MIN	Brainstorm	Brainstorm goal statements for each outcome statement created in the previous step	* Easel Pad * Markers
5 MIN	Present	Present: STEPS TO REACH YOUR OUTCOME Distribute Handout 3	* Handout 3
10 MIN	Tasks for the week	Assign task: * Distribute Handout 4 * Each pair (from "PARK" exercise) will be responsible to fill out Handout 4 to their best capability and do a little presentation of the results at beginning of the next workshop * Record who will be on each team	* Handout 4
10 MIN	Wrap up	Review objectives of Workshop 4 Overview of Workshop 5 Answer questions	

WORKSHOP PREPARATION WORKBOOK

Research

- ◆ In previous workshops what potential outcomes and goals have been identified?

- ◆ List categories to help the group brainstorm outcome and goal statements.

- ◆ How can the assets and the information identified in previous workshops be used to develop outcomes and goals?

- ◆ How does the group want to see their issue(s) of interest addressed in their community?

WORKSHOP PREPARATION WORKBOOK CONT.

How to use the materials

- ◆ When and how should you use the handouts?
- ◆ What additional handouts should be used?
- ◆ How can the results of the previous workshops be used to set outcomes and goals?
- ◆ What other tasks should be assigned to the group?
- ◆ What additional materials could be helpful for this workshop?

SAMPLE AGENDA

I.	Present objectives and agenda	5 MIN
II.	Review from last time	15 MIN
III.	***Brainstorm challenges	20 MIN
IV.	Define Outcome Statements	25 MIN
V.	Break	10 MIN
VI.	Define Goal Statements	25 MIN
VII.	Brainstorm outcome statements	35 MIN
VIII.	Brainstorm goal statements	35 MIN
IX.	How to achieve a complete outcome	5 MIN
X.	Assign Tasks	10 MIN
XI.	Wrap up	10 MIN

NEXT TIME: Workshop 5 - Objectives and Community Consensus

*** As needed. It will be helpful to do this if the group you are working with has no identified committees or categories of concern. By brainstorming the challenges you will be able to identify possible committees/categories which can be used to make the process go smoother. Smoother because when the time comes to brainstorm outcome statements, you will have categories/committees for which to brainstorm for. This will create a focused and organized brainstorming process.

❖ OUTCOME STATEMENTS ❖

An **OUTCOME** statement includes:

- ❖ What you want to see improved in the community
- ❖ How much change you would like to see
- ❖ By when you would like to see that change

No.	EXAMPLES OF OUTCOME STATEMENTS
1	Keep ---- % of youth busy, occupied and off the streets within the next ---- year(s).
2	Increase employment among residents of the community by ---- % within the next ---- years.
3	Decrease all violent behaviors in school climate within the next --- - year(s).
4	Reduce the through traffic in the neighborhood by ---- % by the year ----.
5	Provide ---- more housing options for all varieties of income groups within ---- months.
6	Beautify our community to its best within the next ---- year(s).

❖ OUTCOMES AND GOALS ❖

An OUTCOME statement includes:

- ❖ What you want to see improved in the community
- ❖ How much change you would like to see
- ❖ By when you would like to see that change

A GOAL statement is:

- ❖ A short statement
- ❖ Is more specific in action than an outcome
- ❖ When achieved, it brings us closer to our desired outcome
- ❖ Does not include how the goal will be met

No.	OUTCOME STATEMENTS	GOAL STATEMENTS
1	Keep ----% of youth busy, occupied & off the streets within the next ---- year(s).	<i>Increase youth activity in the neighborhood.</i>
2	Increase employment among residents of the community by ----% within the next ---- years.	<i>Bring workshops to the neighborhood to get the residents well prepared for the job market.</i>
3	Decrease all violent behaviors in school climate within the next ---- year(s).	<i>Provide mentoring programs for students in middle schools.</i>
4	Reduce the through traffic in the neighborhood by ---- % by the year ----.	<i>Reduce the through traffic on --- Boulevard.</i>
5	Provide ---- more housing options for all varieties of income groups within ---- months.	<i>Provide community workshops to assist first time homebuyers.</i>
6	Beautify our community to its best within the next ---- year(s).	<i>Find out which areas are in need of having trees planted there.</i>

STEPS TO REACH YOUR OUTCOME 😊

Step 1: What are your desired **OUTCOMES**? (Long-term and /Short-term)

Step 2: What **GOALS** have you identified?

Step 3: What **OBJECTIVES** have you identified? (Workshop 5)

Step 4: Which outcomes have your community members chosen as the **PRIORITY** outcomes? (Workshop 5)

Step 5: Have you identified **ALTERNATIVE OBJECTIVES** to help you reach the outcome? (Workshop 6)

Step 6: What are your chosen **STRATEGIES OR ACTIVITIES** that are needed to accomplish your objectives? (Workshop 6)

Step 7: What **SPECIFIC ACTION STEPS** have you identified to get started with implementing your objectives? (Workshop 6)

Step 8: Have you created a **TIMELINE** for the steps needed to reach your outcome? (Workshop 6)

Step 9: What **INDICATORS** are you going to use to measure your progress towards your outcome and towards the steps needed in reaching your outcome? (Workshop 7)

Step 10: **MONITOR** your progress towards reaching your outcome (Workshop 7)

Step 11: **EVALUATE** the steps you are taking to reach your outcome (Workshop 7)

Step 12: **UPDATE** your action plan (Workshop 7)

Note: Be aware of the "+" and "-" SIDE PRODUCTS that can result from the outcome

EXERCISE 1

WORKSHOP 4
SETTING OUTCOMES
AND GOALS

P.A.R.K. EXERCISE

HOW DO WE PRESERVE WHAT WE HAVE THAT IS POSITIVE
(Use list of previously identified assets and strengths and discuss how to keep them)

HOW DO WE ADD WHAT WE DO NOT HAVE THAT IS POSITIVE
(What can we add to the neighborhood that would help us address this issue)

HOW DO WE REMOVE WHAT WE HAVE THAT IS NEGATIVE IN THE
NEIGHBORHOOD TO EFFECTIVELY ADDRESS THE ISSUE

HOW DO WE KEEP OUT WHAT WE DON'T HAVE THAT IS NEGATIVE
IN THE NEIGHBORHOOD

**RECORDING
WORKSHEET**

**WORKSHOP 4
SETTING OUTCOMES
AND GOALS**

Outcomes:

Outcome Number	Outcome Statement	Short/ Long Term?	How much change is expected?	By when is the change expected?
1				
2				
3				
4				
5				
6				
7				
8				

**RECORDING
WORKSHEET**

**WORKSHOP 4
SETTING OUTCOMES
AND GOALS**

Goals:

Goal Number	Goal Statement	Action Word	Major Thought	How can the goal get achieved?
1				
2				
3				
4				
5				
6				
7				
8				