

Tips for Setting Targets



Targets identify the actual level or degree of success, as measured by your instrument, which you expect to achieve each year. Your targets indicate how many or how much change will occur. Targets should be ambitious but also realistic.

Consider available program resources. Consider the resources you have available and what's realistic given those resources. What do you have to work with, and how much change can you expect?

Consider community context. For example, if you're working with a particularly disadvantaged population, a longstanding problem, or a debilitating condition, little steps forward might mean success. If you're working with more community support and a less complex problem, or a problem that has received some attention already, you may want to commit to higher targets.

First year targets may be educated guesses. To minimize the guesswork, talk to other service providers and professionals in your community.

Be prepared to adjust targets based on experience. You are the best judge of how much change to expect over a given time period as a result of your service activities.

An OUTPUT TARGET usually contains:

- Number of "units"
- Over what time period
- Dosage (if applicable)

Example: *24 students will receive at least 18 hours of math tutoring over nine weeks.*

An OUTCOME TARGET usually contains:

- Percent (%) of beneficiaries who will experience change
- What and how much change will occur
- Over what time period

Example: *65% of the students who received at least 18 hours of tutoring will increase math test scores by at least 10% over nine weeks.*