

DEFINITIONS

ISSUE:

A POINT OR MATTER OF DISCUSSION, DEBATE OR DISPUTE.

GOAL:

*THE LONG TERM END TOWARD WHICH PROGRAMS OR
ACTIVITIES ARE DIRECTED.*

OBJECTIVE:

*A SPECIFIC, MEASURABLE, ACHIEVEABLE END WITH A
TIMETABLE THAT MARKS PROGRESS TOWARD
ACCOMPLISHING THE GOAL.*

OBJECTIVES SHOULD ALWAYS BE: SMART
SPECIFIC
MEASUREABLE
ACHIEVEABLE
REALISTIC
HAVE A TIMETABLE

Objectives seek to reach the Goal while resolving as many of the issues as possible. One Goal can have several Objectives and one Objective can address more than one Goal.