Proposals should include both goals and objectives. **Goals** provide an overall philosophy, a concise statement to the purpose of the whole project. **Objectives** relate directly to the goals and say **what** you are going to do**,** but **not how** you are going to accomplish your goals**.** The **Methods** or **Procedures** section describes how. A well-considered project will have one to three main goals, several objectives related to each goal and many action steps to take to achieve each objective.

Objectives discuss _who_ is going to do _what_, _when_ they will do it and how it will be _measured_. For example…

> At the end of the three-day training session (*when*), workshop participants (*who*) will infuse quantitative reasoning into one course (*what*) as determined by a survey distributed and reviewed by a panel of knowledgeable faculty members.

Objectives discuss the desired end results of the project, not how those results will be accomplished. For example, an objective would not be "to construct a new Art Gallery." That is a method, or one way to accomplish the goal of building the audience for art appreciation. Objectives for this goal might be to…

> Increase attendance from the local community (*what* and *who*) within the next five years (*when*) at the scheduled art exhibits, as indicated by daily registers of attendees.

AND/OR…

> Affect the level of art appreciation (*what*) within the local community (*who*) by offering an annual series of four regularly scheduled lectures (*when*) as measured by pre- and post-surveys of audience members.

Writing research objectives are somewhat different, since basic research involves the generation of new knowledge rather than changing a behavior or developing a product. Research objectives may be stated as hypotheses or as research questions. Research objectives/hypotheses/questions are generally short. For example, research objectives might be to…

- Determine the impact of contaminated sewage water on the xxx fish population in Barnegat Bay.
- Identify the needs of the fish industry in preventing the loss of these fish due to contamination.
- Formulate guidelines for the wastewater treatment plant to meet the needs of the fish industry and the xxx fish.

Objectives should flow logically from the problem statement/needs assessment. After identifying a set of objectives, you can develop methods and activities that will lead to these objectives. The evaluation plan will follow easily from well-developed objectives.