



Defining the Goal: Worksheet

Task:

1. Discuss potential goals to address the critical issue. Work to achieve consensus in identifying a **single** goal to address the critical issue.
2. Ask, “What is our goal?” “Will this address the critical issue?”
3. Consider the following criteria when developing your goal:
 - **Urgency:** Is this a priority issue that needs to be addressed in the next 1-3 years?
 - **Potential Impact:** Is it likely that addressing this critical issue will have a significant impact? Do you have reason to believe you can be successful on this issue?
 - **Actionable/Feasible:** Are there opportunities for action to address the critical issue? Is there room to make meaningful improvement on the issue?
 - **Resources:** Are resources (funds, staff, expertise) either readily available or likely resources can be obtained to address the critical issue? Are there resources through the state and community members to work on the issue? If not, can resources be acquired?
 - **Community Readiness:** Is this a critical issue identified as important by the community? Are people in the community interested in the issue? Is there community momentum to move this initiative forward?
 - **Integration:** Is there opportunity for collaboration? Is there opportunity to build on existing initiatives? Will this duplicate efforts?
4. Use the “SMART” approach. Is the goal:
 - **Specific - Use the 4 W’s rule:**
 - **What is expected to change or happen?**
 - **What/how much change is expected?**
 - **Where will the change occur?**
 - **When will the change occur?**
 - **Measurable**
 - **Achievable and ambitious**
 - **Relevant and realistic**
 - **Time-bound**
5. Decide on your final goal statement.

Critical Issue	Brainstormed Strategic Goal Statements
	Final Strategic Goal Statement: