

CREATE A STRATEGIC PLAN FOR YOUR PROGRAM

1. **Program Goals:** Goals are broad statements of intent that describe the work of programs or projects in a 3-5 year time period. What's the purpose of your program? What are your motivations for this program? Use verbs to state your top goals for this program.

2. **Process Objectives:** Describe specific activities to be performed and identify the time period and group who will perform them. State your process objectives in terms that are Specific, Measurable, Attainable, Relevant and Time-limited (SMART).

3. **Desired Outcomes:** Describe the anticipated or desired changes that will result from your activities. How will your target population change? Or how will the social, economic or political situation be different? State your outcomes in SMART terms.

4. **Indicators:** What are the ways you will measure or otherwise demonstrate that your process objectives have been met and that your desired outcomes have been achieved? Use both qualitative and quantitative (mixed) methods to document progress. Be specific about *when* and *with whom* you will use each indicator.

5. **Evaluation Plan:** Based on the indicators above, write a paragraph on *how* you will assess the project's progress. Include all the specific methods, tools, and instruments you'll use—quantitative and qualitative—to document progress and outcomes.
