



Examples of Process and Outcome Objectives are provided based on Project Type (Direct Service, Organizational Capacity Building, and System/Policy/Environment).

These are ONLY examples and DO NOT necessarily reflect a complete work plan.

However, they should help you understand the type of information and level of detail needed for “smart” (specific, measurable, achievable, relevant to the project, and time-bound) Objectives.

Project Type: Direct Services

1. Objective Type: Process Objective

Objective Description: Hire one additional Registered Nurse. The clinic will have 2 Registered Nurses (increase of 1 Registered Nurse)

Objective Measurement: Human Resources Manager will post job description and oversee interview and hiring process. Signed employment contract will be provided to demonstrate position is filled.

Objective Baseline: The clinic currently has 1 Registered Nurse

Objective Time Frame for Completion: Registered Nurse hired within the 1st month of the 12 month project.

2. Objective Type: Process Objective

Objective Description: Provide access to primary care services for children and youth 5 days per week at the clinic. The clinic will provide access to primary care services for children and youth 5 days per week (increase of 3 days per week)

Objective Measurement: Clinic hours of operation will be updated on the website and special signage will be added to the clinic lobby. Clinic Manager is responsible for both.

Objective Baseline: The clinic currently provides access to primary care services for children and youth 2 days per week

Objective Time Frame for Completion: Clinic will provide access to primary care services for children and youth 5 days per week beginning in the 2nd month of the 12 month project.

3. Objective Type: Outcome Objective

Objective Description: Increase the number of primary care service encounters received by children and youth by 60%. The clinic will provide 3,200 primary care service encounters to children and youth (increase of 60% or 1,200 encounters)

Objective Measurement: The nurse manager and registered nurse staff will use the clinic's existing Electronic Health Record system to track and report service encounters.

Objective Baseline: The clinic provided 2,000 primary care service encounters to children and youth in the 12-month period.

Objective Time Frame for Completion: 3,200 primary care service encounters will be completed by the end of the 12-month grant period.

Project Type: Organizational Capacity Building

1. Objective Type: Process Objective

Objective Description: Install data management software and establish log-ins for all health care providers. The organization will have a data management system with 37 log-ins established for health care providers.

Objective Measurement: Program Director will generate software's provider utilization report.

Objective Baseline: The organization does not have a data management software system. All 37 health care providers use paper files.

Objective Time Frame for Completion: Data management system installed by the 2nd month of the 12 month project; 37 log-ins established by the 3rd month of the 12 month project.

2. Objective Type: Process Objective

Objective Description: Train 90% of health care provider staff on how to use data management system for capturing client information. (33 of the 37 health providers)

Objective Measurement: Program Director will provide training at weekly health provider staff meetings; trainings will be included on meeting agendas, attendance will be documented in meeting minutes.

Objective Baseline: 0% of the 37 health provider staff is trained

Objective Time Frame for Completion: Health providers will complete training by the 5th month of the 12 month project.

3. Objective Type: Process Objective

Objective Description: Begin mandatory data management software utilization to capture and track information for clients served by the agency.

Objective Measurement: Program director will generate software's provider utilization report and other related reports to document use of the data management system.

Objective Baseline: The organization does not have a data management software system.

Objective Time Frame for Completion: Mandatory utilization will begin by the 6th of the 12 month project and will continue after the project ends.

4. Objective Type: Outcome Objective

Objective Description: All agency health care providers exclusively use new software to capture and track client information (37 of 37 health care providers).

Objective Measurement: Software utilization reports generated by Program director.

Objective Baseline: 0 of 37 health care providers

Objective Time Frame for Completion: By the 6th month of the 12 month project

5. Objective Type: Outcome Objective

Objective Description: Reduce by 30% the average time it takes to document/enter client information. Providers will take an average of 12 minutes to document/enter client information (A 30% time reduction, approximately 5 minutes)

Objective Measurement: Software utilization reports generated by Program director that document data entry times

Objective Baseline: Providers take an average of 17 minutes to document/enter client information in the paper file.

Objective Time Frame for Completion: 12 minute average achieved by the 12th month of the 12 month project.

6. Objective Type: Outcome Objective

Objective Description: Improve the completeness of client files by 70%, so that 97% of client files are complete (1,455 of the 1,500 files).

Objective Measurement: Software reports generated by Program director that document completion of data fields.

Objective Baseline: 27% of client paper files had at least one data field empty (405 of 1,500 files)

Objective Time Frame for Completion: 97% completeness rate achieved by the 12th month of the 12 month project.

Project Type: System/Policy/Environment

1. Objective Type: Process Objective

Objective Description: Hold 1 community forum

Objective Measurement: Project coordinator will develop and post forum flyers and advertisements, will also collect sign-in sheet from day of the forum.

Objective Baseline: None

Objective Time Frame for Completion: Community forum will be held by the 4th month of the 12 month project

2. Objective Type: Process Objective

Objective Description: Conduct an outreach and education campaign with legislators to increase awareness of the importance of physical education and garner support from a minimum of 10 legislators.

Objective Measurement: Project coordinator will develop campaign materials and track dissemination, calendar of meetings. Legislative support will be tracked by number of endorsements provided by legislators for the proposed bill.

Objective Baseline: No campaign and no endorsements

Objective Time Frame for Completion: Campaign completed by the 7th month of the 12 month project; 10 endorsements received by the 10th month of the 12 month project.

3. Objective Type: Outcome Objective

Objective Description: 60% of legislators (or their staff) will receive educational materials from the campaign (84 of the 140 state representatives).

Objective Measurement: Project coordinator will send educational materials with "read receipt" and/or "receipt confirmation".

Objective Baseline: No campaign materials sent.

Objective Time Frame for Completion: Materials will be received by the 4th month of the 12 month project

4. Objective Type: Outcome Objective

Objective Description: 10 legislative endorsements for mandating daily physical education in middle schools.

Objective Measurement: legislative tracking system, monitored by Project coordinator

Objective Baseline: 0 endorsements

Objective Time Frame for Completion: Endorsements received by 12th month of the 12 month project