

Archdiocese of Omaha

DEVELOPING OBJECTIVES

WHAT IS AN OBJECTIVE?

An objective is a brief, clear statement of an outcome to be reached within one year as a step toward each goal in the parish pastoral plan. An objective describes what is to be done, who will be affected and who will do it. The outcomes of an objective are stated in such a way that it is measurable and a completion date.

WHAT ARE THE PARTS OF AN OBJECTIVE?

Objectives are made up of four parts:

- **An Action Verb** – an objective is an action. Be sure that the verb you choose indicates a concrete action. Examples are to initiate, to design, to assess, to invite, to offer, to create, to use, etc.
- **A Task to be Completed** – This is a statement of what is to be done in fulfilling the larger goal.
- **Target Group** – This describes the people to be reached through the objective.
- **Completion Date** – Name the date, within one year, that the objective is to be completed.

Considerations:

Objectives should be as practical as possible and may include the following:

- **Major Task Involved** – List the steps to be taken and draw up a timeline for completion.
- **Costs** – Estimate the expenses and other resources needed to accomplish the objective.
- **Leaders** – Identify lead people who will be responsible for this specific objective. List all those who need to be involved in its implementation. One goal so the pastoral planning process is to get more people involved in the life of the parish. This is an opportunity to invite new people to take responsibility by asking them to be responsible for an objective. Objectives should not be designated to one person alone, but to a team of people

EXAMPLE OF OBJECTIVES?

Goal: To establish neighborhood faith communities in at least 1/3 of the parish.

Objectives:

- To create a parish map and census by May 1, 2013.
- To conduct three information sessions on neighborhood faith communities for interested parishioners by July 1, 2013.
- To research available training materials on small Christian communities by August 1, 2013.
- To train six small faith community leaders by September 1, 2013.

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Goal: To enrich our worship life through expanded prayer opportunities in the parish.

Objectives:

- To begin Morning Prayer on days when there is no daily Mass during Advent 2013.
- To recruit and develop leaders for Liturgy of the Word with Children by July 1, 2013.
- To begin Scripture reflection group each Thursday in anticipation of the Sunday Eucharist by August 1, 2013.

NOTE:

Each of these objectives should be followed by:

- *Major tasks involved*
- *Costs*
- *Identification of:*
 - *Target Group to be reached, and*
 - *Leaders involved in implementation*

When creating an objective be sure to ask:

- *Is it action oriented?*
- *Is it specific?*
- *Does it state a target group?*
- *Does it have a completion date?*
- *Does it identify leaders?*
- *Does it identify the costs?*