



GOALS

&

OBJECTIVES



Objectives

Where?

Who?

What?

When?

Why?

Program Milestones

Goals



Mission



Goal



Objective



Prescription



GOAL

**Relatively broad
statement describing
the direction or
aspiration of a program**

GOAL

Provides the
CONTEXT for the
objectives that follow

Elements of Goals

Key Element	Attribute
Overall Wildlife Target	Species Diversity Species Richness Productivity of Species
Descriptor	Restore Maintain Enhance Provide

Elements of Goals

Key Elements	Attributes
Specific Target	Maximum Natural Existing Period of Time
Habitat Description	Tallgrass Prairie Managed Wetlands Steppe

Elements of Goals

Key Element	Attributes
Geographic Area	Refuge, Management Unit PIF Physiographic Area

GOAL

Example

Maintain or enhance the current populations of high priority breeding birds in the Intermountain West Physiographic Region

GOAL

Example

**Assess population status
and trends of overwintering
bird species in
southeastern Arizona**

Objective

Ideally allows an unbiased, quantitative evaluation of whether or not the objective has been achieved

Objective

**Describes a specific,
desired outcome**

Objective

Unambiguous

Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

Ideally allows an unbiased, quantitative evaluation of whether or not the objective has been achieved

Objective

Unambiguous

Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

- Stand alone statement
- Absolutely clear

Objective

Unambiguous
Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

- Firm foundation
- Scientific support

Objective

Unambiguous
Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

- Achievable

Objective

Unambiguous
Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

- Hierarchical in nature
- Tied to program goal

Objective

Unambiguous
Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

- Quantitative
- Unbiased measurement

Objective

Unambiguous

Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

- **Target of management or other action**

“...increase the density of long-billed thrashers by 10%...”

Objective

Unambiguous

Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

- **Organizational unit that will implement action**

“Motacilla Refuge will...”

Objective

Unambiguous

Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

- **Spatial boundaries of proposed action**

“...within the East Mountain Management Unit...”

Objective

Unambiguous

Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

- **Timeframe for implementing or completing action**

“...by 2004...”

Objective

Unambiguous

Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

- Offers a brief rationale for action
- Not always necessary

“...to meet the goals of the National Landbird Management Plan...”

Objective

Unambiguous

Logical

Realistic

Program goals

Measurable

What

Who

Where

When

Why

“Motacilla Refuge will increase the density of long-billed thrashers by 10% within the East Mountain Management Unit by 2004 to meet the goals of the National Landbird Management Plan”

The words contained within an objective dictate nearly every facet of the subsequent assessment or monitoring action

Objective



Parameter



Analysis



Methods

Objective

Example

When

For each of the next five

Who

years (2003-2007), Canyon

Park staff will establish a
survey capable of detecting

annual population changes

as little as 10% for curved-

billed thrashers nesting in

the Big Sky Management

Where

Unit as part of the regional

recovery plan for this species

What

Why

You make the call...

Objective

In 2005, the Idaho National Wildlife Refuge will establish and maintain habitat to sustain 55 breeding pairs of western tanagers, a long-distance Neotropical migratory species.

Who

What

When

Where

[Why]

You make the call...

Objective

By 2008, implement surveys for landbirds overwintering within the Arizona Desert Management Unit.

Who

What

When

Where

[Why]

You make the call...

Objective

**During the next 10 years,
assess the status and trends
of Neotropical migratory
birds in the Great Basin
Physiographic Region.**

Who

What

When

Where

[Why]

You make the call...

Objective

By 2014, restore 50–100 acres of dense (40–100%) willow in patches >0.5 acre and 20 m wide in the central third of the Illinois River, to connect existing willow patches to benefit nesting Neotropical migratory songbirds (yellow warbler and willow flycatcher) and moose, river otter, and beaver.

Who

What

When

Where

[Why]

**Development of sound objectives
is an important component of...**

Accountability

Credible management actions

Effective conservation programs