# 2.11 Goals and Objectives Template

**Purpose:** This tool can help planners think through the communication goals and objectives that will help direct resources to the areas that matter most to transportation and emergency managers and their network partners.

**Directions:** The communication goals and objectives tie into and support the purpose for the network and align with organizational and emergency plans of network partners. A small group or committee can start this process, then present recommendations to the network members for discussion and adoption. Setting goals and objectives can be done over a period of time and be reviewed annually to measure accomplishments.

## Setting Communication Goals

A goal is a broad statement of purpose that will guide planning. Your goals will address critical issues. Have no more than three goals for the entire plan. When planning goals ask: What do you want to happen?

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| Goal 1: |
| Goal 2: |
| Goal 3: |

## Setting Communication Objectives

Each goal will have measurable objectives that are specific and measurable. What is to be achieved? What is the desired future result toward which your present efforts are directed? Set short-term and long-term objectives. Make sure all objectives relate directly to the purpose and communication function of the network.

|  |  |
| --- | --- |
| Goal 1 |  |
| Objective 1.1 |  |
| Objective 1.2 |  |
| Objective 1.3 |  |
| Objective 1.4 |  |
| Goal 2 |  |
| Objective 2.1 |  |
| Objective 2.2 |  |
| Objective 2.3 |  |
| Objective 2.4 |  |
| Goal 3 |  |
| Objective 3.1 |  |
| Objective 3.2 |  |
| Objective 3.3 |  |
| Objective 3.4 |  |