Choose a Target and Time Frame

Once you have identified quantifiable indicators, you then choose a target (the threshold or level that must be attained to determine success) and time frame (the point in time that when the threshold for success will be achieved). In the previous quiz example, your target is the percentage of people who will get a passing grade on your quiz. Your time frame states the point at which you expect to achieve the objective. If you think that it is reasonable to expect that your target can be met after one workshop, your time frame is "by the end of one workshop." Each objective should be achievable given your time and resources and the priorities of those involved in the project. Figure 11, on page 12, shows examples of outcomes, indicators, and objectives.

Write Objectives

Now you are ready to write the objectives, which are statements that pull together indicators, targets, and time frames for each outcome. For examples of building objectives from outcomes, see Figures 12 and 13. These are two different examples of objectives. Figure 12 shows one using "success criteria" as the target and Figure 13 shows "change over time" as the target. Once you have written the objectives, review them for feasibility. Each objective should be achievable given your time and resources and the priorities of those involved in the project.

Specifying criteria for success can be a challenge. If you are fortunate, others will have conducted projects similar to yours and published their outcomes. Their work can help you set reasonable expectations for your own project. A second approach is to get feedback from stakeholders as to what they would consider an acceptable "return on investment" of time and resources.

Your expectations should vary based on how long your project has been in place. If you are engaged in a pilot project, small changes may be adequate because your primary goal is to initiate your project. If you are involved in expansion of a pilot project, stronger results may be expected to justify continued investment of resources. As difficult as it can be

Figure 12: Evaluating Findings Using Success Criteria

Objective: At the end of a training session, 50% of participants will report feeling more confident about locating high-quality health information on the Internet		
Measurable Indicator: % of participants who report feeling more confident about locating high-quality health information on the Internet **Target**: 50% of participants **Time frame**: One month after the training session		
Data Source	**Evaluation Method**	**Data Collection Timing**
Training participants	Post-training electronic questionnaire sent to all training participants	Participants will receive the survey approximately 1 month after their training

Figure 13: Evaluating Findings Using Change Over Time

Objective: There will be a 25% increase in the number of visits to the library's NLM resource web page from the library's computers within six months after all library staff has completed training		
Measurable Indicator: % increase in the number of visits to NLM resource websites **Target:** 25% increase **Time frame:** Six months after library staff has been trained		
Data Source	**Evaluation Method**	**Data Collection Timing**
Web traffic data from library computers	Pre/post training comparison of number of hits	Total number of visits to NLM resources three months prior to staff training (baseline) and total number of visits for the three months after staff training