

Community Engagement Work Group Goals, Objectives, and Strategies Explanation

Glossary

Goal – Broad statement of what will change as a result of a program and who will be affected. Should be simple, concise, attainable, and ambitious. Need not be measurable or have a deadline.

Objective – Identifies how the goal will be achieved in concrete, measurable terms. Objectives provide a framework for evaluation. Ideally, they should be SMART (Specific, Measurable, Achievable, Realistic, Time-bound). In other words, when possible, they state who will change, by how much, by when, and how the change will be measured.

Strategy – These are the specific actions or activities needed to fulfill the objective. They should also be SMART, when possible.

Indicators – These are the still more specific activities that will be measured to evaluate the fulfillment of the objective.

The MAP

The 2012-2017 MAP's **eight goals** will model after those of the North Carolina Division of Aging and Adult Services:

- 1. Empower older adults, their families, and other consumers to make informed decisions and to easily access health and long-term care options.**
2. Enable older adults to age in their place of choice with appropriate services and supports.
3. Empower older adults to enjoy optimal health status and to have a healthy lifestyle.
- 4. Promote the safety and rights of older and vulnerable adults and prevent their abuse, neglect, and exploitation.**
- 5. Empower older adults to engage in the community through volunteerism, lifelong learning, and civic activities.**
6. Prepare Orange County for an aging population.
7. Promote an adequate direct care workforce for an aging population and opportunities for older workers.
8. Maintain good stewardship of publicly funded services.

As we move towards reformatting our work group recommendations, we will do the following:

- Reword our “problems” into objective statements. These can also be considered sub-goals in the way we will use them to guide our work.
- Reword our “solutions” into strategy statements that are SMART, when possible. Some of our “solutions” may fit better as objectives instead.
- Combine, rephrase, and rearrange our proposed strategies as necessary. This will be done in phases by each of the bodies listed below at various times over the next three months:
 - Work groups
 - MAP Management Committee (including Capstone students, OCDOA staff, and volunteers)
 - Steering Committee
 - Public

Please note that the wording and strategy arrangements we develop in our work group may change through this compilation process. Similarly, while we will try to include as many of our recommendations as possible in the final MAP, it is possible that the lists of strategies from each of the five work groups will need to be streamlined.

Example Goal, Objective, Strategy, & Indicator in the 2011-2015 State Aging Services Plan

“**Goal 1:** Empower older adults, their families, and other consumers to make informed decisions and to easily access existing health and long-term care options.” (p. 18)

- “**Objective 1.3:** Ensure inclusion of diverse cultures and abilities in all aspects of the aging and adult services network.” (p. 19)
 - “**Strategy 1.3.1:** Eliminate barriers for consumers with limited English proficiency.” (p. 19)
 - “**Performance Indicator (Indicator) 1.3.1a:** DAAS will provide demographic reports on racial and ethnic older populations to facilitate improved planning for and outreach to older adults with limited English proficiency.” (p. 35)

Source of these examples: Department of Health and Human Services; Division of Aging and Adult Services. (2011). North Carolina Aging Services Plan 2011-2015. Retrieved from http://www.ncdhhs.gov/aging/stplan/NC_Aging_Services_Plan_2011-2015.pdf.