

Project Goals and Intended Outcomes

Defining the project goals and intended outcomes sets the foundation for creating a project plan.

Your Project Goal

The *Small Libraries Create Smart Spaces* project provides a good example of an overarching goal statement. The project defined the high-level goal for the participating libraries related to collaborating with their library communities to create active learning spaces and opportunities.

The library will fulfill a key role of **providing informal learning** for the community, by working with its community to **co-design a space** in (or around) the library where community members **engage in participatory, active learning** and **strengthen social connections**.

Whether or not you use that goal as a starting place, you may have something more targeted or specific to your community that you are striving to achieve with this project. To work toward expressing that goal, fill in the following form to:

- ◆ Clarify the community need(s) you will be addressing with this project;
- ◆ Describe how the project will fulfill that need;
- ◆ Write a goal statement that imagines what success will look like when the project is implemented.

Community Needs

From what you learned through community discovery and ideation, what are the community interests or needs that will be met by this project through participatory, active learning?

For example: *Teens in the community want a safe space to meet outside of school where they can do things together; they want to feel like it is their space.*

Project Description

Briefly describe the project you want to implement.

For example: *Reconfigure a space in the library for teens, with furnishings that are inviting to them; provide games, media and software, and programming that presents collaborative learning challenges.*

Goal Statement

What does success look like for this project? How will the project meet the goals of informal learning, community co-creation, participatory, active learning and social connection?

For example: *The library will create a Smart Teen Space where teens in the community can gather regularly, connect with each other socially, explore and learn together, and collaborate to deliver new programming.*

Your Intended Outcomes

It is also important at this stage to determine how you will know whether your project achieves its intended goals. Being clear about what outcomes you want to achieve will guide you in planning your Smart Space.

For more information on Outcome-Based Evaluation (OBE), see [The Craft of Writing Outcomes](#) (pdf) section.

An outcome statement describes a specific benefit that your community members will receive as a result of participating in your new “smart space.” Be specific about the outcomes that your project is intended to achieve.

Outcomes: Check each statement: are you sure it's not an *output* rather than an *outcome*?

Based on your Goal Statement about what success will look like, define the intended outcomes.

- What will participants learn?
- How will this service make a difference in their lives?
- Consider the project's short-term and longer-term impacts on the community.

Write outcomes:

- 1.
- 2.
- 3.
- 4.
- 5.

OBE Logic Model

Enter each outcome statement from above in the left column of the logic model table. For each stated outcome, identify the services and programs that will lead to that outcome (outputs) and the inputs needed to achieve the outputs. This exercise provides clarity on why you are expending money and staff time (inputs) on this project and what specific activities and strategies (outputs) will get you to the results you want to achieve.

Keep the “data trifecta” in mind:

- **Input:** resources (time, people, materials, funding, etc.) used/expended on a project
- **Output:** services delivered to activate the project
- **Outcomes:** specific benefit(s) that users receive from the project/service delivery experience

There's no prescription for the number of outcomes –two or three is fine, but you don't have to stop at 5 either.

OUTCOMES (from list above)	OUTPUTS: What activities and programs will you provide to achieve the outcome?	INPUTS: What space reconfiguration, furnishings, equipment or staff time to you need to deliver the outputs?
<i>Example Outcome:</i> Community entrepreneurs work together to promote and sell their crafts on Etsy.com	Classes on using photo and audio equipment; open lab hours for collaboration; drop-in sessions with volunteers to mentor users on equipment and effective marketing	Funding for project; director and staff hours; paint; furnishings; computer software; photo and audio equipment
Outcome 1:		
Outcome 2:		
Outcome 3:		
Outcome 4:		
Outcome 5:		