

How to Write Objectives

What is an objective?

In short, an objective is a goal. As a future professional, you will want to practice setting goals and standards for which to aim. You will decide with your site supervisor what you should learn and achieve in the time you will be an intern. Then you will have a goal to work towards during your internship.

Things to keep in mind when writing your objectives:

- Challenge. Your objectives should challenge and stretch you beyond the skills and abilities you already possess.
- Knowledge. You should gain knowledge as you are engaged and apply principles learned in the classroom and on the job.
- Attain. Make sure that your goals are attainable and reasonable for you and your site supervisor. All internship objectives should be completed by the 15th week of your internship (the week before finals).
- Measure. Set up your objectives in such a way that it is easy to measure your progress with data. Ex. Grow sales by 10% in the 4th quarter.
- Specify. Be specific about what, how, and when you will meet your objectives. Set dates for the completion of each objective. Strive to reach the objective by the set date and modify as necessary.

Sample Objectives from various disciplines:

OBJECTIVE 1: Learn to create an effective advertisement design.

To accomplish the objective I will:

1. Research effective advertisement designs.
2. Mock up and propose advertisement campaign to marketing manager.
3. Create and launch new ad.
4. Set up a method to measure the effectiveness of the ad.
5. Evaluate ad campaign to see if it reached 1000 additional customers.

Estimated hours to complete objective: I estimate spending 25 hours on this objective. The following hours are allotted to each subcategory:

- Research: 5 hours, Mock-up: 5 hours, Create and Launch: 10 hours, Method to measure effectiveness: 2 hours, Evaluate Campaign: 3

Date of Completion (Estimated): I should be able to complete this objective by week 8 of my internship – March 2, 2015.

Method of Measurement: I will have accomplished this objective when I have reached 1000 additional customers with an advertisement I created.

OBJECTIVE 2: Increase my knowledge and ability to counsel individuals with various emotional challenges.

To accomplish the objective I will:

1. Observe the counseling (and assist) in the counseling of at least 20 individuals
2. Evaluate each appointment. Record what I learned and observed in the appointment. Make notes for future clients.
3. Compile all observations into a reference guide.

Estimated hours to complete objective: I estimate spending 32 hours on this objective. The following hours are allotted to each subcategory:

- Counseling Observation: 20 hours, Evaluation: 10 hours (½ hour for each appointment), Compile and Edit Observations: 2 hours.

Date of Completion (Estimated): I should be able to complete this objective by week 10 of my internship – March 16, 2015.

Method of Measurement: I will have accomplished this objective when I have observed and assisted with at least 20 individual counseling sessions and compiled all my observations and recommendations.

OBJECTIVE 3: Effectively program one section of the new company website in C++.

To accomplish the objective I will:

1. Observe and be trained by a company developer about creating company websites in C++.
2. Learn how to loop coding and practice within the website.
3. Program one section of the company website in C++.

Estimated hours to complete objective: I estimate spending 30 hours on this objective. The following hours are allotted to each subcategory:

- Observation and Training: 5 hours, Looping Coding: 5 hours, Program Website Section: 20 hours

Date of Completion (Estimated): I should be able to complete this objective by week 5 of my internship – February 9, 2015.

Method of Measurement: I will have accomplished this objective when I have programed one section of the company website.