

Step 3: Create a Vision Statement, Goals, and Objectives

Audio Descriptive Text

Title: Chapter 4. Establishing a Comprehensive School Physical Activity Program; Step 3: Create a Vision Statement, Goals, and Objectives. Graphic of multi-component approach showing 60 minutes encompassing Staff Involvement, Physical Activity During School, Physical Education, Physical Activity Before and After School, and Family and Community Engagement, with emphasis on Physical Activity.

Video Summary

- A Vision Statement is a declaration of a shared sense of purpose and serves as a framework for establishing goals and objectives.
- Goals help establish the overall direction and focus and serve as the foundation for developing objectives.
- Objectives are statements that describe program results to be achieved and how they will be achieved.

Audio Script

After reviewing the strengths and weaknesses of existing physical activity program policies, practices, and activities in your school, the next steps are to create a vision and set goals and objectives for the development, implementation, and evaluation of a Comprehensive School Physical Activity Program.

First, develop a Vision Statement. The Vision Statement is a declaration of a shared sense of purpose and provides a framework for establishing goals, objectives, and activities. Essentially, describe in brief terms what you hope to achieve by having a Comprehensive School Physical Activity Program for your school.

Goals and objectives provide a solid foundation to help plan and guide your Comprehensive School Physical Activity Program. Without well written goals and objectives, it is difficult to measure your progress in implementing your program and the impact it is having on students.

Goals help to establish the overall direction for and focus of a program, define the scope of what the program should achieve, and serve as the foundation for developing program objectives. Goals should be simple and concise and should include two basic components:

- Who will be affected?
- What will change as a result of a Comprehensive School Physical Activity Program?

Objectives are statements that describe program results to be achieved and how they will be achieved. Objectives are more precise and specific than goals, should have specific timelines for accomplishment (e.g., one school year), and must clearly align with your goals.