

Step 1: Set Goals and Develop Objectives

Developing goals and objectives is a critical step in any management plan.

There is often a sense of urgency to get out and start doing something about invasive grasses. However, the complex nature of invasive annual grass infestations requires spending time setting goals and developing objectives before an effective management plan can be put into action. Clear goals and well-defined objectives will improve chances for success and will help guide the collection of information and targeting of partners for the adaptive management process.

The difference between goals and objectives can be subtle but having both is helpful. **Simply put, goals are where we want the land to be, objectives are the steps needed to get it there.** Generally, goals are broad and abstract while objectives are narrow and measurable.

In the context of land management, goals would be stated as what you want to

see for the land; what you want to achieve. Objectives are the steps you need to take in order to accomplish what you want to see for the land.

It is counterproductive to state goals or objectives as ‘what you **don’t** want to see’. **Goals and objectives are most effective when made as positive statements.**

Objectives can state species composition, desired density and biomass and a timeline for seeing the system on the

trajectory toward meeting the objectives. These targets will be used to compare against the effectiveness of

the management alternatives tested in adaptive management.

Seeking input from people with a stake in the management will augment effective planning. A basic principle of adaptive management is that management actions are determined by goals. Progress is measured toward reaching those goals.

Having lost sight of our goals,
we redouble our efforts.

-Mark Twain

Goals and Objectives in Land Management

Goals: where we want the land to be or what we want to achieve for the land.

An example of a goal would be ‘we want to increase forage production for livestock and wildlife’.

Objectives: the *steps needed* to achieve what we want for the land.

An example of an objective would be, ‘we want to see perennial grasses increase 30% within 2 years.’