



THE UNIVERSITY OF  
**TENNESSEE**  
KNOXVILLE

DEPARTMENT OF  
PUBLIC HEALTH

## Setting Objectives for MPH Field Practice

### Requirements:

MPH Students will develop 3-5 Objectives as a road map for major projects/activities to accomplish in field practice. Objectives should be tied directly to at least two (2) Concentration Competencies and one (1) Core Competency. Using the Objectives Template provided, list each Objective and the competency that most closely relates to it.

- A rough draft of objectives are due prior to the student's start date.
- Final objectives are due by the end of the second week.
- Email objectives to the MPH Field Practice Coordinator and faculty advisor.

### Guidelines:

State objectives in terms of achieving a measured amount of progress toward a goal (short term targets).

- Should be action-oriented, measurable, with detailed specifics
- Avoid compound statements that are overly complex
- Use complete words and not abbreviations (such as MAPP)
- Have specific time limit or timeline for completion
- Focus on challenging but attainable actions
- May need to adjust objectives by mid-term, due to changed circumstances

### Specify:

- who (responsible party)
- to what extent (attainment)
- under what conditions or level of performance (where or within contact negotiations, etc.)
- by what standards specific activities are to occur (levels stated in percent, dollar amounts, number of activities)
- what outcomes are expected (results)
- when (specific time period for completion)

### SMART objectives

- Specific—detailed, particular, focused. No fuzziness. What will be achieved?
- Measurable—method or indicator for comparison that indicates when objective is reached (benchmark). Do not use “better” or “more accurately,” which are ambiguous.
- Action-oriented—indicates activity, performance, operations, or something that produces results
- Realistic—practical, achievable & possible. Also must motivate one to improve and to reach for attainable ends. Sets a performance standard – using measurement indicator. How much is needed to consider our involvements successful?
- Time and Resource Constrained—scheduled to occur by specific date; regulated by time and resources to be expended; Sufficient time for action during the defined period.

## **Examples:**

### **Not measurable/ not acceptable:**

1. Explore and understand needs of organization.
2. Participate in the process of writing grants for development of new community services.
3. Spend time with each department within the field organization.
4. Assist with setting up a workshop.
5. Attend committee meetings.
6. Become familiar with specific sub-unit of field organization.
7. Contribute to conducting two focus groups.
8. Assess media messages related to “named health problem.”

### **More measurable:**

1. Complete 3 site visits of “named programs” in the region to identify commonalities by X week.
2. Develop a draft business plan for establishing “named program” by the end of week X.
3. Assist preceptor in developing a revised mission statement by X week.
4. Identify at least four branding techniques and best marketing practices related to wellness by X week.
5. Prepare an outline of a policies and procedures manual for an “identified program” by X week.
6. Prepare draft power point slides regarding an “identified program/proposal/opportunity” to be presented by preceptor (or CEO or other) by X week.
7. Serve as facilitator of at least two focus groups discussing “named program” by X week.
8. Develop a criteria guide for use in assessing 12 media messages related to “named health problem” by X week.

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