

Definitions

Evaluation – The process of determining the merit, worth, and value of things. There are two parts to evaluation: (1) data gathering, and (2) collecting, clarifying, and verifying relevant values and standards. Source: CDC-DASH *Strategic Planning Kit for School Health Programs*

Program goal – A broad statement of program purpose that describes the expected long-term effects of a program. Goals should address the program’s effect in reducing a health problem (e.g., HIV, obesity, tobacco-use prevention) and identify the target population to be affected (e.g., middle school students, school districts, health education teachers). Source: CDC-DASH *Strategic Planning Kit for School Health Programs*

Professional development – The systematic process used to strengthen the professional knowledge, skills, and attitudes of those who serve youth to improve the health, education and well-being of youth. Professional Development is consciously designed to actively engage learners and includes the planning, design, marketing, delivery, evaluation, and follow-up of professional development offerings (events, information sessions, and technical assistance). Source: CDC-DASH *Strategic Planning Kit for School Health Programs*

SMART objectives – Objectives are statements that describe program results to be achieved and how they will be achieved. Specific objectives include who will be targeted and what will be accomplished. Measurable objectives include how much change is expected, specifically enough that achievement of the objective can be measured through counting or documenting change. Achievable objectives can be realistically accomplished given your program’s existing resources and constraints. Realistic objectives address the scope of the health problem and propose reasonable programmatic steps. Time-phased objectives provide a timeline indicating when the objective will be met. Source: CDC-DASH *Program Inventory*

Strategic plan – A document that describes a program’s strengths, weaknesses, opportunities, and threats, and outlines strategies and directions for the five years of the cooperative agreement. It is a program-planning tool that provides a blueprint to strengthen program activities, address areas for improvement, and move the program forward to new accomplishments. Source: CDC-DASH *Strategic Planning Kit for School Health Programs*

Strategy – The means or broad approach by which a program will achieve its goals. Source: CDC-DASH *Strategic Planning Kit for School Health Programs*

Workplan objective – A statement describing the results to be achieved and the manner in which these results will be achieved. Objectives should be SMART. Source: CDC-DASH *Strategic Planning Kit for School Health Program*