**Step 4: Develop Program Outcomes**

Consider the target population needs and the niche from step 3 to develop outcome statements for the program. Answer the questions below to describe the impact the program anticipates.

*WHAT CHANGE TO THE TARGET POPULATION DOES THE PROGRAM HOPE TO EFFECT WITHIN 20 YEARS?*

*WHAT CHANGE TO THE ISSUE DOES THE PROGRAM HOPE TO EFFECT WITHIN 20 YEARS?*

*WRITE TWO OR THREE STATEMENTS THAT DESCRIBE THE CHANGE IN THE AUDIENCE AND THE ISSUE. WRITE THE STATEMENT AS IF THE CHANGE HAS ALREADY OCCURRED.*

**Congratulations, you have completed step 4. Please enter these data into slide 9 on the presentation template.**

Note: This worksheet is a supplement to the NOAA Office for Coastal Management publication: Preparing to Write Your Strategic Plan. To download the workbook, go to [www.coast.noaa.gov/publications/StrategicPlanningWorkbook.pdf](http://www.coast.noaa.gov/publications/StrategicPlanningWorkbook.pdf)