

Objectives Guidelines

Objectives will clearly and concisely communicate what an attendee is expected to know and/or do at the conclusion of an activity. Objectives must be included in the brochure so the attendees may evaluate the relevance of attending a CME activity. The planning committee and the speaker develop objectives to focus on the mission of CME.

Guide to Developing Objectives

The three essential elements of learning objectives are a statement of who (the learner), how (the action verb), and what (the content).

Who	How	What
The learner will be able	To name	The three elements in the management of perennial rhinitis
The participants will be able	To identify	The psychosocial factors important in the development of the child abuse syndrome
The physician will be able	To explain	The dangers of using hexachlorophene in skin prophylaxis of the newborn
The healthcare provider will be able	To perform	CPR

Examples of How:

To apply	To defend	To illustrate	To recognize
To arrange	To diagram	To integrate	To relate
To assess	To discuss	To interpret	To review
To categorize	To discriminate	To list	To report
To classify	To distinguish	To name	To sort
To contrast	To employ	To organize	To solve problems
To construct	To evaluate	To predict	To translate
To create	To explain	To prepare	To update
To describe	To formulate	To recall	

Examples of What:

Consider adding performance standards to your learning objectives.

Wording that describes acceptable standards might include:

- in a fifteen-minute time period
- with no mistakes
- with 98% accuracy
- getting 22 out of 25 correct

Define the criteria or conditions under which the learning is to be demonstrated.

Wording that describes learning conditions might include:

- Given a problem of the following type...
- Without the use of any reference materials...
- Using a specific instrument.