

"Measure" means how will the agency evaluate its success?

Agency Name
Program Name

Update the Reporting Period with month, day, and year.

"Goal" means what the agency intends to accomplish.

Objectives Report

"Target" means desired level of achievement.

Corporate Scorecard Objective: Promote Economic Opportunity

Goal	Measure	Target	Year-End FY2015	Mid-Year FY2016	Year-End FY2016
To create business opportunities, visibility, and education for members	<ul style="list-style-type: none"> ■ Membership retention ■ Member participation in Bureau programs ■ Lead generated for members ■ Media coverage "hits" 	<ul style="list-style-type: none"> ■ 85% ■ 92% ■ 120 leads ■ 20% increase 	83% 90% 100 leads n/a	46% 75% 50 leads 10% increase	

Comments/ Explanation:
Media coverage measure is a new measure for FY16.

These are tables. The cells will expand to fit text. Insert rows and copy and paste as needed. Place a hard page return between objectives.

Provide actual performance achievements and trend information on achievement if applicable

Corporate Scorecard Objective: Strengthen Neighborhoods

Goal	Measure	Target	Year-End FY2015	Mid-Year FY2016	Year-End FY2016
To provide homeownership opportunities for low-income families	<ul style="list-style-type: none"> ■ Number of houses constructed ■ Percent of new houses constructed ■ Number of new homeowners 	<ul style="list-style-type: none"> ■ 10 ■ 15% increase over last year in total units available ■ 25 	8 10% 15	4 10% 20	

Comments/ Explanation:
10% increase in housing supply is benchmarking standard. Even though the goal does not change from year-to-year, it is our goal to increase the housing supply consistently by 10% each year over the previous year. Did not meet FY15 new homeowner goal last year. Prospective homeowners decided to delay purchase.

Provide 2-3 explanatory sentences regarding performance. Resize table cells as needed. Copy and paste to subsequent pages as needed.