

"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.

Goal	Measure	Target	Year-End FY2019	Mid-Year FY2020	Year-End FY2020
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 	N/A	46% 75% 50 leads 10% increase	
Comments/ Explanation: Media coverage measure was a new measure in FY20.					

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

Goal	Measure	Target	Year-End FY2019	Mid-Year FY2020	Year-End FY2020
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 FY19 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.