

Writing Effective Learning Objectives

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June 2023

When writing learning objectives for a proposed conference session, aim for the following principles:

1. The objectives should describe what the **participants should be able to do after the session**, instead of just repeating what will be covered.
2. The objectives should be **written with active voice**.
3. The objectives should be **specific** enough to differentiate them from other sessions, while being short enough to skim quickly.
4. The objectives are potentially **measurable**.

Ineffective Examples:

- ✗ *This workshop will cover tools for recruiting patients from under-served communities.*

Problem: This example is not participant-focused.

- ✗ *Participants will learn about recruiting patients from under-served communities.*

Problem: This example is too vague and is not written with active verbs.

- ✗ *Participants will be able to construct effective, compelling TikTok videos by: 1) identifying a specific, particular subpopulation to target, 2) recruiting focus groups of existing patients representative of the selected target subpopulation, 3) workshopping their scripts, 4) training staff in proper video-editing techniques using cheap or free editing suites, and 5) rotating videos.*

Problem: This example is too detailed, and it also contains a lot of repetitive words.

Effective Examples:

- ✓ *Participants will be able to apply social media to recruit patients from under-served communities.*
- ✓ *Participants will be able to compare the effectiveness of different social media strategies for reaching under-served communities.*

Using Effective Verbs

Learning objectives should begin with a verb that focuses on something the participant should be able to do. The following verbs illustrate active, participant-focused language:

Apply	Describe	Manage
Assess	Discuss	Measure
Compare	Evaluate	Plan
Define	Identify	Recognize
Demonstrate	Integrate	Select

