

## Hierarchy of Guidance for Hanford Reach National Monument Comprehensive Conservation Plan



**Vision** - A concise description of what the future Monument could and should look like due to our efforts. It should be a long-term vision, not constrained by the 15-year life of the CCP.

**Goal** - Open-ended and often broad statement of desired future conditions that conveys a purpose but not measurable units. Goals are often qualitative directional statements for specific programs expressed in terms of benefits.

**Objective** - A statement of what we want to achieve, how much we want to achieve, when and where we want to achieve it, and who is responsible for the work. Objectives are derived from goals and need to be specific, measurable, achievable, results oriented and time fixed (SMART) so that Monument accomplishments can be monitored and evaluated.

**Strategy** - A specific action, tool, technique, or combination of actions, tools, and techniques used to meet objectives.