

APWA Call for Presentations How to Write Learning Objectives

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Each proposal submitted to the Call for Presentations for APWA events and conferences must include three (3) learning objectives that are written in response to the phrase: “At the conclusion of this session, participants will be better able to: _____.” Each learning objective must begin with an active, measurable verb. Verbs such as “know, understand, comprehend, and learn” do not measure behavior and should **NOT** be used in learning objective statements.

Below are examples of learning objectives that include active, measurable, behavioral verbs.

At the conclusion of this session, participants will be better able to:

- **List** the steps for developing a winter maintenance plan.
- **Design** and **conduct** a systematic inventory and inspection of sidewalk assets.
- **Identify** facility deficiencies that impede efficient and economical customer service.
- **Make** informed budgeting decisions about the “real” costs of services and projects.
- **Prepare** a pre-operation safety inspection checklist.
- **Plan** for and **implement** a curbside organics collection program.
- **Evaluate** maintenance management systems features and **choose** which options will work best your operations.
- **Convince** governing bodies of the benefits of adopting smart growth techniques.
- **Promote** the benefits of investing in an in-house advanced leadership program.
- **Develop** a public information and media strategy.

Below are examples of behavioral verbs you may use when composing learning objectives:

Achieve	Compose	Draft	Illuminate	Modify	Repair
Acquire	Compute	Edit	Illustrate	Motivate	Report
Adapt	Conceive	Educate	Implement	Negotiate	Represent
Administer	Conceptualize	Effect	Improve	Notify	Resolve
Advise	Conduct	Eliminate	Increase	Operate	Review
Advocate	Construct	Employ	Inform	Organize	Revise
Analyze	Contrast	Encourage	Initiate	Originate	Schedule
Anticipate	Control	Engage	Inquire	Participate	Select
Apply	Convince	Engineer	Inspect	Perform	Serve
Arbitrate	Coordinate	Enhance	Inspire	Persuade	Set up
Arrange	Correlate	Establish	Instruct	Pilot	Solve
Ask	Correspond	Estimate	Integrate	Plan	Study
Assemble	Create	Evaluate	Interpret	Prepare	Succeed
Assess	Decide	Examine	Interview	Present	Summarize
Assist	Define	Exceed	Invent	Preside	Supervise
Budget	Delegate	Excel	Investigate	Procure	Support
Build	Demonstrate	Execute	Justify	Produce	Survey
Calculate	Deploy	Expand	Launch	Program	Teach
Challenge	Describe	Experiment	Lead	Promote	Test
Choose	Design	Explain	List	Provide	Train
Clarify	Determine	Explore	Maintain	Purchase	Translate
Coach	Develop	Facilitate	Make	Rebuild	Use
Code	Diagnose	Finance	Manage	Recognize	Utilize
Collaborate	Differentiate	Generate	Measure	Recommend	Write
Communicate	Direct	Guide	Mediate	Reconstruct	
Compare	Discern	Handle	Mentor	Renovate	
Complete	Discuss	Identify	Modernize		