The words we keep using, in plain English

Goal, outcome, objective and criterion are near-synonyms in ordinary English. They are not interchangeable here.

OKLAHOMA STATE UNIVERSITY
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Assessment terms

Six assessment terms, what each means, and where each appears in the process.

Term	Definition	Where it appears
Goal	What we are trying to accomplish. Broad, and not measured directly.	University Goals, Program Goals
Outcome	What a graduate can demonstrate. Observable and assessed through evidence.	Program and General Education Assessment Outcomes
Objective	What a student can do after completing a course or module.	Course and Modular Objectives
Criterion	A row in a rubric that includes the criterion definition, performance level descriptions, and a place for a score or grade.	The Canvas Criteria rows
Grade	Assignments are graded for the student's benefit and provide an **overall evaluation** of the assignment.	Your Canvas Assignment
Score	**Individual assessment criteria** are scored for the benefit of the institution. It does not affect the student's final course grade.	The ungraded Canvas Criteria rows

Three terms that Canvas uses

Canvas Outcome

The program or general education outcome itself. These outcomes will become rubric criteria when attached to your existing graded rubric.

Rubric Criteria

The rubric rows that you use to grade assignments and score assessment.

Assignment

The graded work in Canvas you already assign.

How they fit together

You attach an institution-level Canvas Outcome by adding ungraded criteria rows.