

Program Logic Model

Stakeholder Input: How will our stakeholders provide input into the program? -- Advisory Committees, surveys of clientele, open forums, one-on-one discussions with key leaders, etc.

Situation: Needs Assessment Symptoms vs. problems	Inputs	Ou Participants	tputs Activities	Outo Learning	comes ~ Im Action	pact Condition	Impact Indicators
Priorities: Consider: Mission Vision Values Mandates Resources Collaborators Competitors	What do we need to achieve our goals? Staff Time Volunteers Money Research Base Materials Technology Partners	Who needs to: - participate? - be involved? - be reached? Clients Agencies Decision-makers Customers •Number •Characteristics •Learning Styles	What do we have to do to insure our goals are met? Conduct: -Workshops -Meetings Deliver services Develop: -Products -Curriculum -Resources Train Provide Counseling Assess Facilitate Partners Work with Media	What are the skills, and/or knowledge required to achieve the behavior change? What attitudes or opinions need to be changed? Learning: Awareness Knowledge Attitudes Skills Opinions Aspirations Motivations	What are the action (practice/behavior) changes required to achieve the impacts? Action: Behavior Practice Decision-making Policies Social Action	What ultimate impact(s) is hoped for? Conditions: Social Economic Civic Environmental	What will we measure to know we've achieved a desired outcome? Helps to follow the format for SMART objectives: SMART Objectives: Specific Measurable Audience-directed Ambitious Realistic Time-bound

Assumptions: What do we believe about the situation, the participants, and how the program will operate? For example, if you a use webbased delivery system for a program, you are ASSUMING the target audience has Internet access and knows how to use the Internet.

External Factors: What factors (that we have no control over) influence the target audience or the way our program may operate or the outcomes? For example, milk prices are an important factor (that Extension has no control over) in dairy farm profitability and this may influence whether or not a farm adopts certain practices.

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