

Logic Models for Effective Conservation Outreach

Inputs

These are the resources you can use.

- Financial resources
- Tools
- Personnel
- Facilities

Activities

This is all the programming actions you take.

- Events
- 1-on-1 contacts
- Fact sheets
- Social media

Outputs

These are the immediate results of your activities.

- Event attendees
- Social media engagement
- Who did you engage?

Outcomes

These are the changes that occur as a result of your activities and outputs.

- Short-term**
 - Knowledge
 - Attitudes
 - Social norms
- Skills
- Medium-term**
 - Behaviors
 - Practices
 - Networks
- Long-term**
 - Expanded networks
 - Extended engagement in conservation

Impacts

These are the results of your efforts.

- Long-term changes in conditions, including social, economic, or environmental

Situation:

What are the current issues facing your project area? What are the contributing factors, including technical, economic, social, or political?

External Factors:

What other conditions, policies, programs, or efforts might have an effect on your project? These can be positive (supportive factors) or negative (barrier factors).



United States Department of Agriculture

National Institute of Food and Agriculture

This material is based upon work supported by USDA-NIFA, through the North Central Region SARE program under project numbers ENC20-194 and ENC18-168. USDA is an equal-opportunity employer and service provider. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the USDA.

*Adapted from Taylor-Powell, E. and E. Hebert, 2008. Developing a logic model: Teaching and training guide. University of Wisconsin-Extension, Program Development and Evaluation.

