Logic Model Template

Audience Description:

Overall Goal:

Program Objectives	Resources	Activities	Outputs	Short-term Outcomes	Mid- to Long-term Outcomes
Intent of the program in terms of changes in your audience	*Resources YOU have*	*Activities YOU will do*	*Programs/ products/ services YOU will deliver & # of people served*	*How the AUDIENCE will be measurably different shortly after the program*	*How the AUDIENCE will be measurably different in the long run*

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[Program/Project Name]
SAMPLE Logic Model

Audience: Identification/Description

Overall Goal: to improve…

Objectives (what you want audience to be able to do/say/feel, etc.)	**Resources** (what you have or need to do program/project)	**Activities** (what you do to make project/program happen)	**Outputs** (what you produce or deliver as part of program/project)	**Short-term Outcomes** (audience changes immediately after or within 1 to 2 years)	**Mid- to Long-term Outcomes/Impacts** (audience changes after longer time — 2+ years)
Audience will know more about X.	• funding • materials • staff • consultants	• plan/develop workshop(s) • write/design materials/activities •	• offer # of workshops/classes • product and distribute # of materials • hold # of meetings • make presentations	• increased awareness • deeper knowledge	• changes in knowledge and use of knowledge • changes in how relevant info is to audience
Audience will show an interest in or positive attitudes about Y.				• interest • concern/caring	• change in attitudes • changes in interest and view of relevance
Audience will be able to do Z.				• better skills • better/more conservation actions	• change in actions/ skills/ behaviors

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Audience Description: 4th grade student in New Jersey

Overall Goal: to improve…[something]

Objectives	Resources		Activities		Outputs		Short-term Outcomes		Mid- to Long-term Outcomes
Students or teachers will know/be able to describe in their own words what a wetlands is.	• funds • materials • staff • partners		• develop workshop(s)/ lesson plans • develop teaching materials		• hold # of classes/ meetings/ workshops/ events • provide # of materials • restore habitat(s)		• increase in knowledge • demonstration of knowledge		• use of knowledge
Students or teachers will express enjoying being in wetlands.	• "		• "		• "		• changes in attitudes		• changes in attitudes • acting on attitudes
Students or teachers will be able to do/ demonstrate [skill].	• "		• "		• "		• changes in skills		• increase in skills • use of skills
Students or teachers will engage in stewardship behaviors/actions related to wetlands.	• "		• "		• "		• intent to change behaviors/acts		• changes in behaviors/ actions

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