Attachment C

EVALUATION MODEL (USE FOR STRATEGIC PLANNING PURPOSES)

Goal: What are the issues the program will address?				**Baseline: What data is used to substantiate the need and therefore the goal?**			
Activities [1] (Strategy)	**Who's Responsible?**	**By When?**	**Why will it work?[2]**	**Target Group(s)**	**Process Evaluation**	**Outcomes**	**Outcomes**
						Short-Term Outcome[3]	**Long-Term Outcome[4]**

1. Activities that take place in order to achieve the desired results. Activities should state who/what is to change, in that direction the changes will occur, how much change will occur, and by what date.
2. Activity hypothesis or Theory of Change. If-then statements that challenge the assumptions of how the program will impact outcomes. It identifies the expectations of activity or strategy will lead to the goal.
3. Changes in attitudes, knowledge, skills, norms, or behavior. May be measured by various methods such as pre or post tests, surveys, or interviews.
4. Ultimate effects the program would like to create that are directly related to the goal.

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