

→ *planning*

# LOGIC MODEL: Program Performance Framework

*evaluation* ←

Situation	Outcomes			Outputs		Inputs
	Long	Medium	Short	Activities	Participation	
<p>K-State Research and Extension programs provide relevant information for Kansans in the areas of Agricultural Industry Competitiveness; Natural Resources and Environmental Management; Youth, Family, and Community Development; and Food, Nutrition, Health, and Safety. K-State Research &amp; Extension faculty are the greatest ambassadors for the organization through their daily work when engaged, informed, and knowledgeable of the organization’s mission, goals, and strategies. The organization’s marketing effort was established to increase internal and external awareness, knowledge, and usage of the programs; to continue educating the citizens of Kansas so that they may make better informed decisions; and to promote the organization to funding sources and collaborators.</p>	<p>* K-State Research and Extension faculty, including researchers, specialists, agents, administration, office professionals and others, across all areas, will be engaged in collaborative efforts to meet the needs of Kansans.</p>	<p>* Faculty will seek opportunities to get involved and engage others in collaborative projects * other outcomes?</p>	<p>* Increase internal awareness of KSRE success stories and projects</p>	<p>What we do</p> <p>Workshops Meetings Counseling Facilitation Assessments Product development Media work Recruitment Training Brochures Research reports Publications Videos</p>	<p>Who we reach</p> <p>Participants Customers Citizens</p>	<p>What We Invest</p> <p>Staff Volunteers Time Money Materials Equipment Technology Partners</p>
	<p>* Establish K-State Research and Extension as the first-choice source for reputable, reliable, research-based information and educational services as described in the four core mission themes for all Kansans</p>	<p>* General public will contact KSRE when needing information &amp; education services * Media outlets will contact KSRE when needing sources and information * other outcomes?</p>	<p>* Increase public awareness and knowledge of KSRE * Increase media awareness of KSRE resources</p>			
	<p>* Continue to establish and strengthen a network of support – financial and other – for K-State Research and Extension on a local, county, state and federal level in order to allow for the continuation and growth of our programs</p>	<p>* Develop relationships with non-traditional funding partners * other outcomes?</p>	<p>* other outcomes?</p>			

**Assumptions:**

1. K-State Research and Extension provides relevant programs and information that Kansans will view as being high quality, worthwhile and applicable.
2. Focusing marketing efforts in urban areas will lead to increased awareness statewide
3. Increasing awareness of K-State Research and Extension programs will lead to increased usage of the programs and information
4. Increasing usage of K-State Research and Extension programs and information will lead to improved lives of Kansans
5. Improving lives of Kansans will lead to increased support for K-State Research and Extension
6. Increasing support for K-State Research and Extension will lead to continued or increased financial resources

**Environment (Influential factors)**

1. Stakeholders often view us as duplicating services provided by other agencies and organizations
2. We are often viewed only as an information source when indeed we generate new knowledge through research and we generate increased understanding through our educational services
3. Some resources must be dedicated to low-income audiences
4. Resources at local, county, state, and federal levels continue to be challenged
5. The K-State Research and Extension system is being reconfigured in some parts of the state due to county support
6. The demographics of our audiences continue to change, which impact our educational programs and marketing
7. An increasingly rigorous regulatory environment affects our programs