



1



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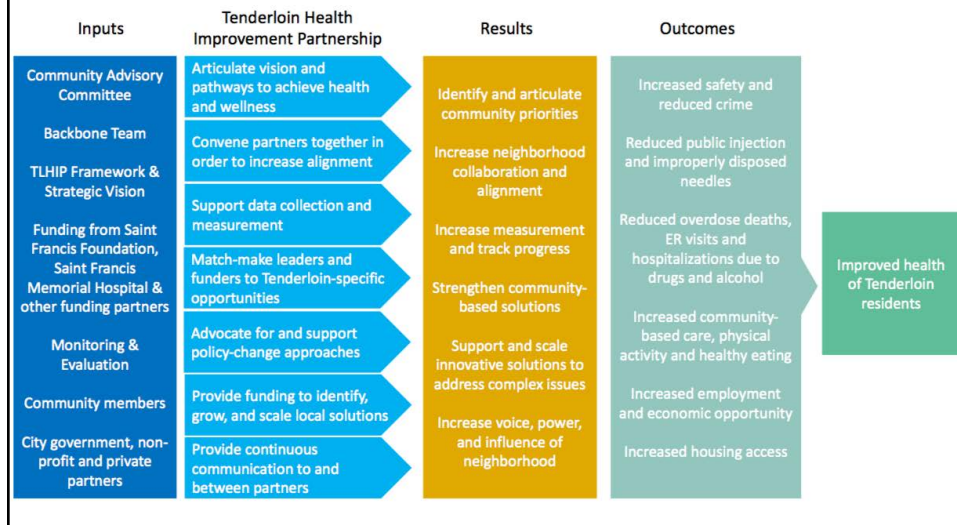


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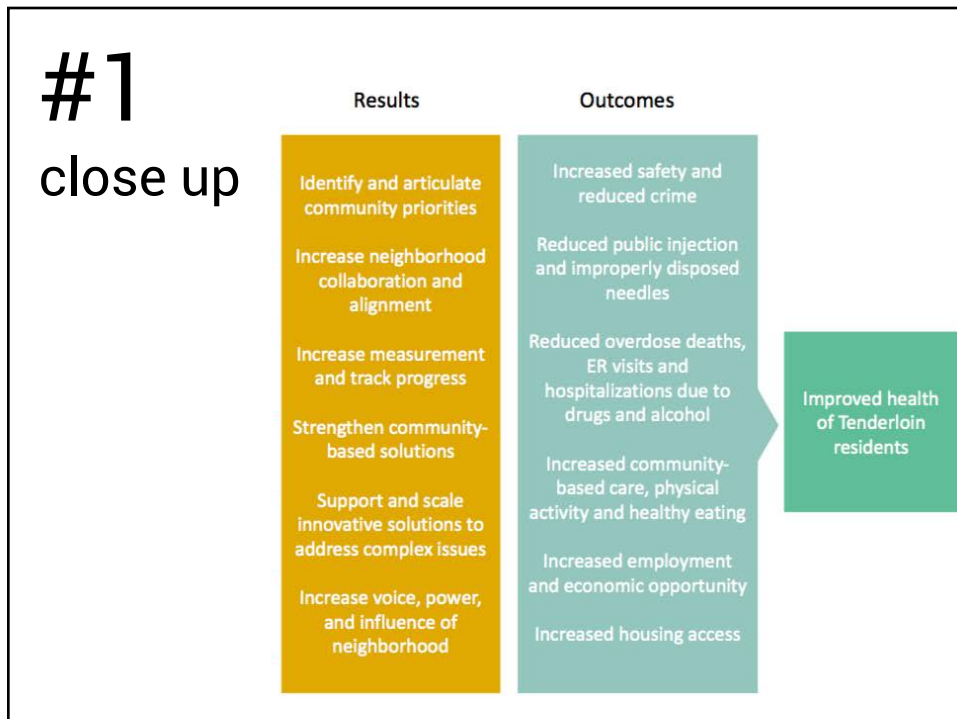
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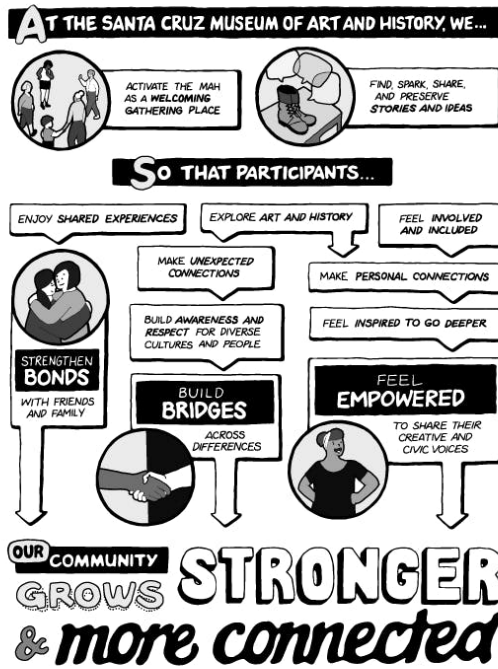
#1

close up



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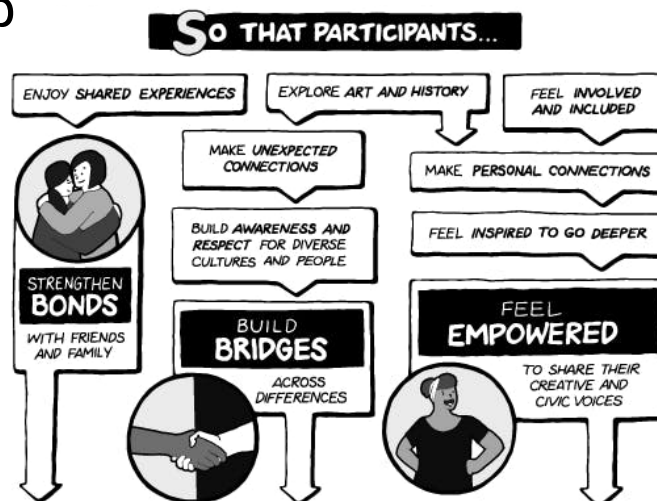
#2



7

#2

close up



8

## #3

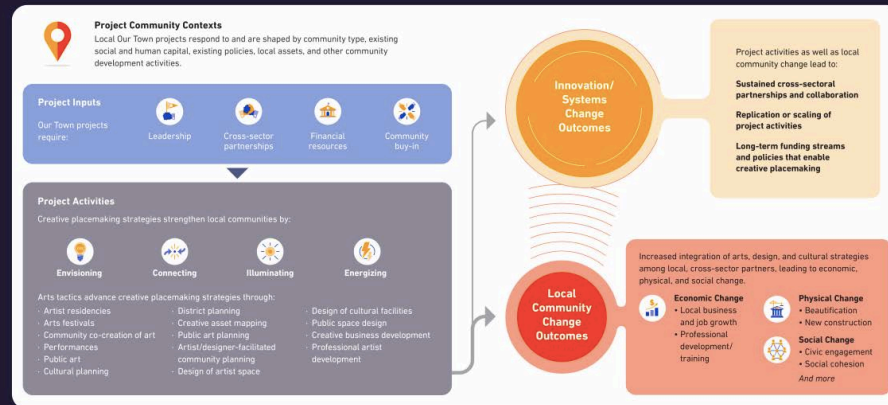
OUR TOWN:  
Logic Model

**PROBLEM STATEMENT:** American communities everywhere face a distinctive set of local economic, physical, and/or social challenges. Yet community leaders are often unaware of solutions that stem from the successful adoption and integration of arts, design, and cultural strategies.

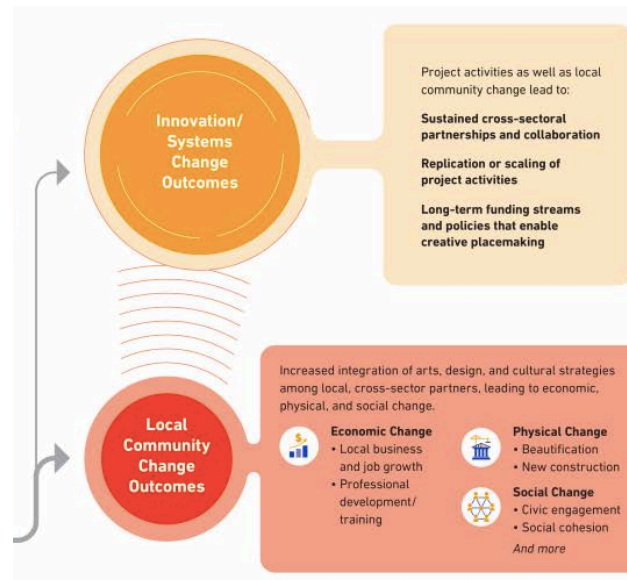


**OUR TOWN GOAL:** Sustained support and recognition of arts, design, and cultural strategies as integral to every phase of community development across the United States.

**National Endowment for the Arts**  
arts.gov



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#3  
close up

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#4

## ART BRIDGES: THEORY OF CHANGE



and **OUR ULTIMATE IMPACT:**  
 more opportunities and access for people in Canada to engage  
 and participate in arts within our communities. As well,  
 communities in Canada are healthier and more resilient.

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#4

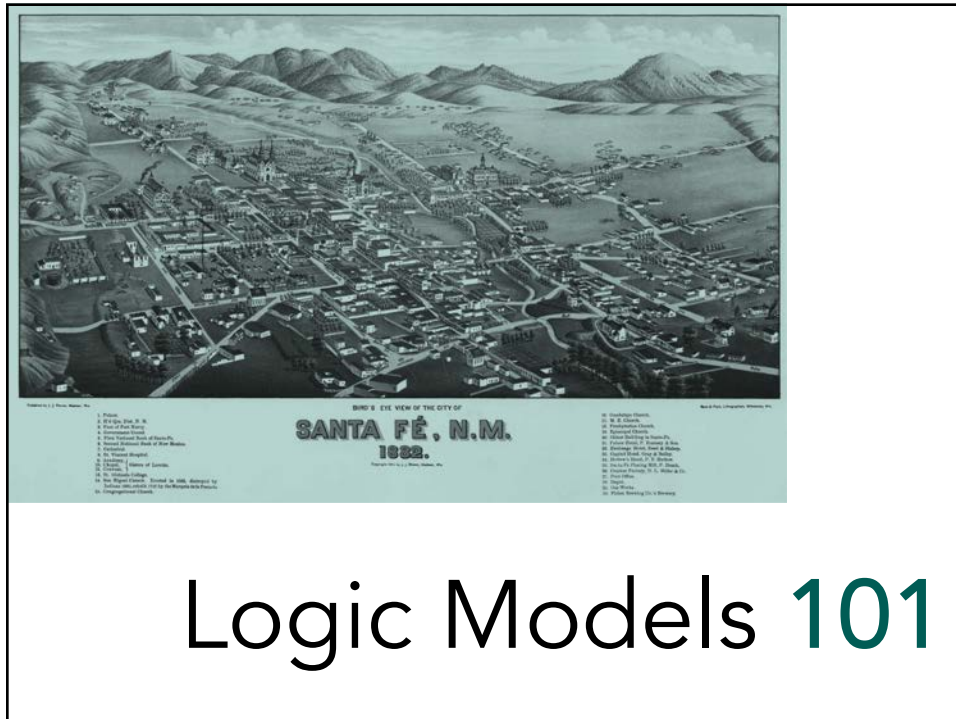
close up

WHAT WE AIM  
TO ACHIEVE

INSPIRATION  
 KNOWLEDGE  
 CONNECTIONS  
 HIGHER PROFILE FIELD

and **OUR ULTIMATE IMPACT:**  
 more opportunities and access for people in Canada to engage  
 and participate in arts within our communities. As well,  
 communities in Canada are healthier and more resilient.

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# Logic Models 101

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Outcomes-based.

...huh?

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## A new way of thinking about how we measure our work.

This used to be enough:

- What exhibits, activities, or programs did you design or provide?
- Who participated?
- How many people came?
- What were their ages/genders?

**OUTPUTS**  
(PEOPLE &  
ACTIVITIES)

Now this is expected:

- So what?
- What difference are you making?
- What results were achieved?
- Who benefitted? How?
- How is your work making the world more wonderful?

**OUTCOMES**  
(IMPACT)



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Where are we **going**?  
What is our **destination**?  
How will we **get there**?  
How will we know when we've **arrived**?

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A logic model **is not:**  
Reality.

A logic model **is**:  
What's possible.


A framework.

Describes relationships between investments, activities, and results.

A common approach for integrating planning, implementation, evaluation, and reporting.

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**Project Name:**  
**Purpose Statement:**

Situation & Priorities	Inputs		Outputs		Outcomes → Impact				
		Activities	Participation	What We Expect To Change					
				Thoughts	Awareness	Actions	Behaviors	Big Condition Shifts	
				Skills	Attitudes	Policies	Practice	Social	Political
				Motivations	Aspirations	Decision-Making	Status	Economic	Environmental
Our Resources	What We Do	Who We Reach	Short Term	Medium Term	Long Term				
			"mind-shifts"	"behavior changes"	"systemic change"				

Logic modeling is  
a guide...

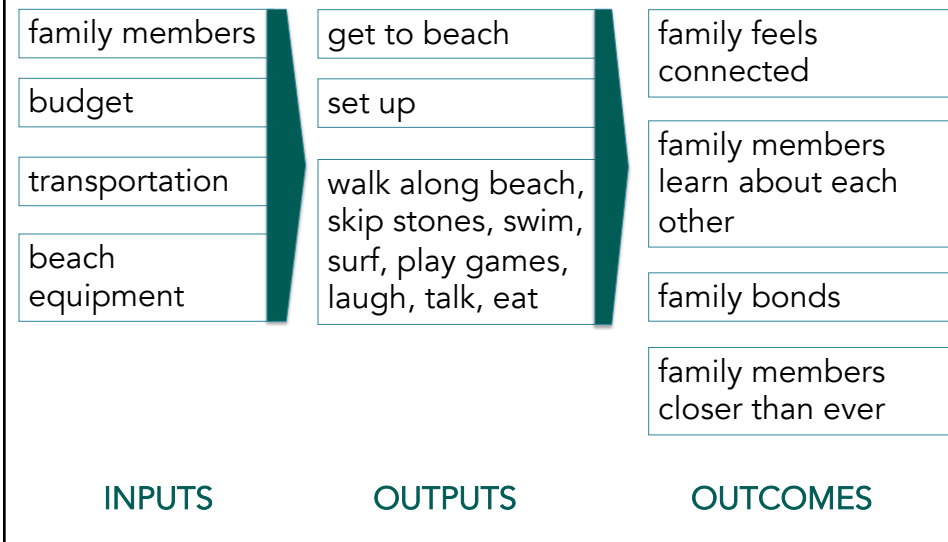
# Our North Star.

**Assumptions**—in place now and we'll continue to rely on

**External Factors**—out of our control, but could influence the above

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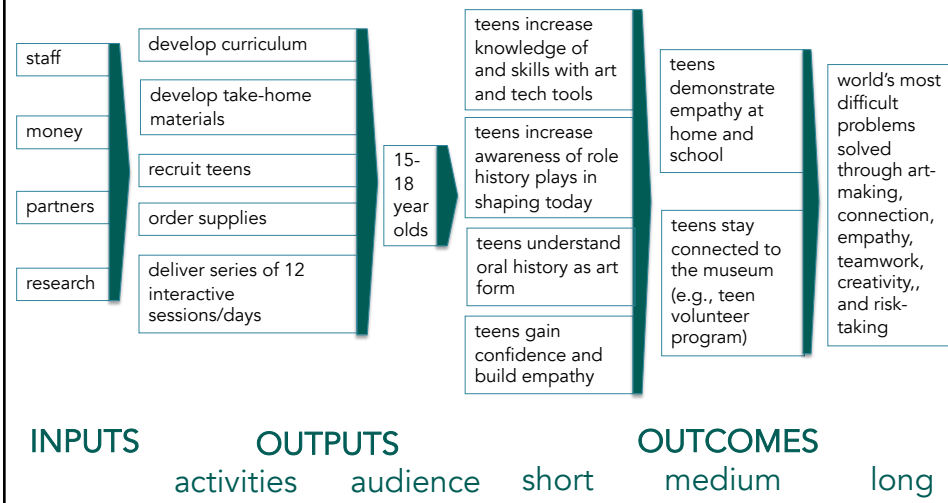
## Every day logic model: family trip to the beach



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## Summer Oral History Teen Program:

inspire teenagers to learn art and tech skills, build empathy, connect with history, and understand how historical events shape the world today.



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