

Strategic Planning Community and Economic Development Logic Model

Inputs

Ideas of general public and positional and influential leaders

Financial support for a public listening and engagement process

Support of Extension office and social networks to gather community inputs

Advocacy for community participation from local government, Chamber of Commerce and other community organizations

Situation

The challenge to stimulating economic and community development may seem overwhelming, but a well-designed strategic plan with SMART goals and allocated responsibilities built on a vision for the future and a thoughtful evaluation of community and organizational assets can make the work easier.

Outputs

<u>Activities</u>	<u>Participation</u>
Define community vision	Define responsibilities for implementation of strategies and tactics
Identify community assets	Identify ways individuals, organizations, and local government can work in partnership or in tandem on community goals
Develop goals based on vision	
Agree upon strategies and tactics for implementing the goals	
Hold community event to acknowledge, design, and adopt strategic plan	

Outcomes – Impact

<u>Initial Outcomes (Knowledge)</u>	<u>Intermediate Outcomes (Practice Change)</u>	<u>Long Term Outcomes (SEEC)</u>
Participants recognize and value their collective community assets	Enlarged pool of volunteers	Greater level of sustained civic engagement
Community recognizes and values the knowledge, talents and skills of all residents	More public/private and organizational partnerships	Greater and more diverse economic development
Individuals feel empowered to influence their environment	More community investment in its own aspirations	Greater attention and response to social, educational, and environmental challenges
Participants better understand functioning of local government and relationships between public and private sectors	Emergence of new organizations and/or initiatives	Reduced unemployment and poverty
	Greater citizen involvement in local government decisions	Greater economic and social choices

Assumptions

A comprehensive community plan that coordinates public and private initiatives and investment is essential for sustainable development.

External Factors

State and national economic trends
Availability and access to appropriate infrastructure
Number and strength of vertical bonds