**Programming with Purpose**

Identify community need

How does one identify a community need?

Brainstorm programming ideas that meet the community need

Review ideas with content and context experts

Bring the idea to the logic model☺ - below

The required inputs will inform our resource (budget, space, staff…) needs

Identified target audience will inform our marketing and promotion.

The short-term outputs will inform our superficial evaluation of program, i.e. how many people attended or registered.

The outcomes will inform our formative and summative program evaluation methods.

