

- 1 Planning to Make a Difference  
A simple tool to help you evaluate your statewide campaign  
PRESENTERS:  
Kat Klima, Outreach Coordinator,  
Minnesota Office of Higher Education  
ACAC
- 2 What words or feelings come to mind when you see this term?  
Evaluation
- 3 What is program evaluation?  
the thoughtful process of focusing on questions and topics of concern, collecting appropriate information, and then analyzing and interpreting the information for a specific use and purpose  
ACAC
- 4 "If you don't know where you are going, you might wind up someplace else."  
-Yogi Berra
- 5 We had a lot of goals...  
NOTHING CAN STOP YOU FROM REACHING YOUR GOALS.  
FALSE GOALIES.  
ACAC
- 6 But we had no idea if we were reaching them
- 7 Let's build a logic model!
- 8 What is a logic model?

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