

LOGIC MODEL PROCESS FOR EVALUATION - COMMUNICATIONS COMMITTEE

Goal: Build and maintain community awareness and involvement to make a positive difference in the lives of youth and family

Objective: Identify appropriate information for public awareness and on-going recruitment efforts.

Purpose	Audience	Questions	Indicator of Process Outcomes	Indicator of Impact or Change	Data	Method	When and Who?	Report	Reflection
<i>Why are you doing this?</i>	<i>Who cares?</i>	<i>What do they care about?</i>	<i>What activities or actions will we undertake to achieve this?</i>	<i>What indicates success in terms of changes or something new?</i>	<i>What data shows success Indicators?</i>	<i>Where is the data and how can we get it?</i>	<i>When and who will get the data?</i>	<i>How will we share the information?</i>	<i>How do we celebrate? Do we change the plan?</i>
<p>Keep focused on the mission.</p> <p>Maintain viability of the volunteer base.</p> <p>Provide useful information as needed by various groups.</p>	<p>Internal customers: Steering Committee, State evaluators</p> <p>External Audience: Community/ General Public</p>	<p>Staying on target with the mission.</p> <p>Keeping volunteers engaged and on target.</p> <p>Not wasting time.</p>	<p>Circulate and review meeting minutes of ABC Committees.</p> <p>Update web site.</p> <p>Maintain diverse community representation on Committees.</p> <p>Meet monthly.</p>	<p>New volunteers on Committees.</p> <p>Press coverage.</p> <p>Requests for information or presentations.</p>	<p>People show up for Committee meetings.</p> <p>Number of web site hits / visits from unique individuals.</p> <p>Feedback from Steering Committee and other Stakeholders.</p>	<p>Survey general public for awareness, as well as to ask for input on what they believe is important.</p> <p>SEMCA server on web site hits.</p> <p>Monthly reports.</p>	<p>Committee members and Co- Coordinators to survey at community events.</p> <p>Webmaster will provide monthly reports to the Communications Committee.</p>	<p>Steering Committee will review report of activities at quarterly meetings.</p> <p>Quarterly reports to be published on web site.</p> <p>Circulate Communications Committee minutes to Steering Committee via email.</p>	<p>Recognize volunteers who contribute through quarterly luncheons and / or certificates from the Steering Committee.</p>

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Objective: Maintain web site with up-to-date information on the plan activities and results.

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<i>Why are you doing this?</i>	<i>Who cares?</i>	<i>What do they care about?</i>	<i>What activities or actions will we undertake to achieve this?</i>	<i>What indicates success in terms of changes or something new?</i>	<i>What data shows success Indicators?</i>	<i>Where is the data and how can we get it?</i>	<i>When and who will get the data?</i>	<i>How will we share the information?</i>	<i>How do we celebrate? Do we change the plan?</i>
To inform the public and volunteers about ABC and what we are doing in the community	The State Victims The offenders The Community	Improve Community Reduce crime Children that become responsible productive citizens Learn about ABC	Updated web site to create a history section. Greater Community awareness and involvement Calendar of events on the web site Post pictures of positive community activities on web site Post volunteer work accomplishments	More volunteer work being done in the community More people accessing the web site for info Reduced Crime Request for ABC involvement in local group activities Post committee activities Provide links to related community web sites	Lower rate of crime Less juveniles in court system More people volunteering Increased number of web hits Track our requests for presentations and community involvement & more info quarterly report of web site hits	Courts SEMCA has web hits info Increase number of volunteers	Steering Committee Courts The State	Generate a report, post results on web site Hand out as a CD	Modify plan for 2006 Press release with numbers info Increase awareness for community Recruit more residents to volunteer

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Objective: Develop brochures, newsletters, and educational materials to support plan implementation.

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<i>Why are you doing this?</i>	<i>Who cares?</i>	<i>What do they care about?</i>	<i>What activities or actions will we undertake to achieve this?</i>	<i>What indicates success in terms of changes or something new?</i>	<i>What data shows success Indicators?</i>	<i>Where is the data and how can we get it?</i>	<i>When and who will get the data?</i>	<i>How will we share the information?</i>	<i>How do we celebrate? Do we change the plan?</i>
<p>To promote an active balanced community</p> <p>Get the community involved</p> <p>Show how we all have the responsibility for what happens in our community</p>	<p>Everyone who lives or works in Monroe County including private citizens, public and private sector as well as non-profit and Faith based</p>	<p>Positive outcomes and community responsibility, interaction and growth</p>	<p>Updated BARJ brochure</p> <p>Business Cards</p> <p>Wrist bands “I Pledged” campaign @ school functions</p> <p>Written articles (i.e. Monroe Journal, Monroe Evening News</p>	<p>Amount of pledges and follow ups</p> <p>Community awareness and responsibility</p>	<p>Community awareness</p> <p>Increase in volunteers</p> <p>Successful probation and parole completion</p> <p>Number of new crimes completed</p>	<p>Look at reduction in crimes committed</p> <p>Increase in community awareness by more hits on website and information calls</p>	<p>At the end of each program year</p> <p>General public Stakeholders State reporting agencies</p>	<p>Website</p> <p>Formal reports</p> <p>Brochures</p> <p>Press releases</p> <p>Maintain a presence at community functions</p> <p>MCLS (Monroe County Library website)</p>	<p>Success Stories</p> <p>Guest speakers</p>

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Objective: Create and conduct community events for new or existing programs.

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<i>Why are you doing this?</i>	<i>Who cares?</i>	<i>What do they care about?</i>	<i>What activities or actions will we undertake to achieve this?</i>	<i>What indicates success in terms of changes/something new?</i>	<i>What data shows success Indicators?</i>	<i>Where is the data and how can we get it?</i>	<i>When and who will get the data?</i>	<i>How will we share the information?</i>	<i>How do we celebrate? Do we change the plan?</i>
Ongoing process of creating public awareness and continual education of the community regarding the benefits of an Active Balanced Community Impact students Celebration of first year success	General public Legal system / courts Chamber of Commerce members (business and industry) Parents and children Community/ School / Students Graduating students	Safety in the community Understanding and implementing the system Community image for attracting new business Children and their future Students and potential victims Having a good time	Bedford Trade Fair - 03/12/05 BARJ Awareness Training - 4/04/05 Celebrate Children- 4/ 09 Summerfield High School Presentation - April 13, 2005 Law Day Koffee Klub - April 29 Graduation at Jefferson High on 05/ 31/05 Senior Send Off at Bedford High on 06/05 Club 05 at Monroe High on June 3, 2005	Awareness of the ABC initiative More professionals and community volunteers involved with ABC Improved public attitude toward restorative justice practices Students ' pledging to complete community service.	Survey of attendees expressing awareness - trends / increases over time Increase in the number of people involved Number of students who complete community service.	Survey forms maintained on file at the ABC office. Membership/ Attendance records on file at ABC office. Records maintained by ABC Co- Coordinators	Communications Committee will review data and report to the Steering Committee.	Quarterly reports will be published on the web site. Press releases of significant events / findings.	Review all activities at year end to determine which ones were effective in terms of overall response and determine which ones should be discontinued. At the end of the year, brainstorm additional events and opportunities to create awareness within the community.

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Objective: Provide on-going information on plan progress for public through reports and publications.

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<i>Why are you doing this?</i>	<i>Who cares?</i>	<i>What do they care about?</i>	<i>What activities or actions will we undertake to achieve this?</i>	<i>What indicates success in terms of changes or something new?</i>	<i>What data shows success Indicators?</i>	<i>Where is the data and how can we get it?</i>	<i>When and who will get the data?</i>	<i>How will we share the information?</i>	<i>How do we celebrate? Do we change the plan?</i>
On-going information about the work of the ABC helps to keep people informed about what is being accomplished and may provide ideas for others to get involved.	County Administrator Funding Source United Way of Monroe County Human Services Collaborative Network County Family Court Judges Prosecutor Office Probation Officers Victims	Whether the objectives have been met. How the funding has been spent. Differences that have been made in the livess of youth. New services that have been created as a result of the work. Community collaborative efforts. Changes in systems.	Press releases of activities. Maintaining the web site that includes the quarterly report, and other information. Monthly reports to the State. Quarterly reports to the Steering Committee. Annual report to the community.	Increase number of people who contact ABC for more information or presentation requests. The number of people who respond that they are aware of the ABC initiative have increased over time.	Number of press releases. Web site. Awareness survey Monthly reports. Quarterly reports. Annual report.	All of the data is maintained in the ABC office and is available from either Coordinator	Press releases will be submitted as needed. Monthly reports are done by the 10 th of each month. Quarterly reports are completed in March, June, September, and December. The Annual Report will be completed in October.	Via newspaper Copies to United Way and County of Monroe Copies are provided to the Steering Committee and posted on the web site. Copies to Steering Committee and HSCN members.	Celebration luncheon with the Steering Committee in December.