

PreK



Every child will be ready for kindergarten

Kids and Adults



Everyone will discover their passion for learning

Kids and Adults



Everyone will continue learning new ways to live their best life

Literacy



Topeka & Shawnee County will be an engaged community of readers

Organization



The Library will be a learning organization committed to excellence in:

- Leadership
- Planning
- Customer focus
- Process management
- Partner focus

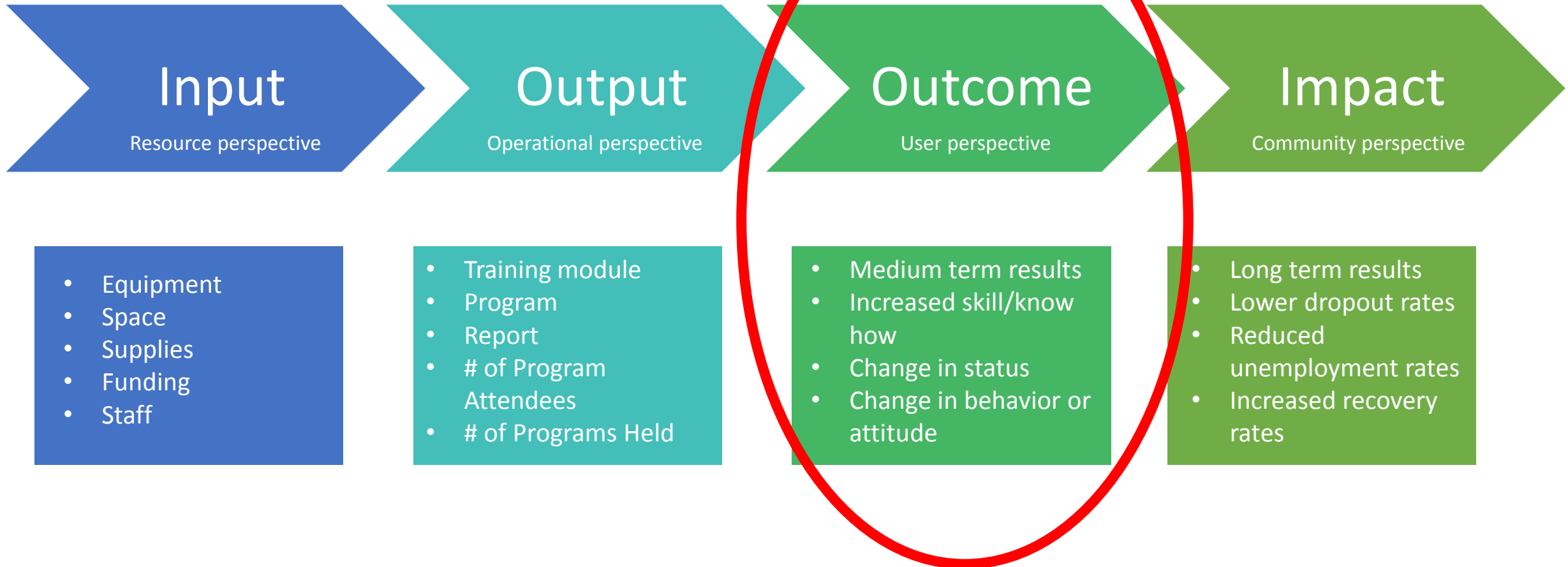
	MISSION What?	Why the company exists. This element is transversal and perennial	Example: Improve the quality of life of children around the world
	GOAL Where to?	What you hope to accomplish this year.	Example: Increase donations
	OBJECTIVE Where to?	The goal, using <u>S.M.A.R.T.</u> * criteria	Example: Increase donations by 20% in one year
	KPI How much?	The key indicators for measuring the success of your objectives.	Example: \$ donations compared to last year
	STRATEGY How?	How will you achieve your objective?	Example: Improve the customer experience
	TACTIC What?	The concrete, the implementation, the action!	Example: A/B test the donation page of the website
	METRIC How much?	Indicators to measure the success of your tactics	Example: Conversion rate increase

The Logic Model

The Logic Model goes beyond documenting what you did and **measures what difference you made in the life of your target audience.**
How has your audience changed?



The Logic Model



What will success look like?



How will we get there?



STEM Program Example

<p>Input</p> <ul style="list-style-type: none">• Staffing; Program Design; Marketing Material, Facilities; Equipment• Speakers = 6 female professionals working in STEM careers scientists, astronauts, engineers, doctors, programmers• \$1,500 to pay for honorariums and supplies	<p>Output</p> <ul style="list-style-type: none">• 6 week program offered twice a year• 25 girls ages 10-12 complete program each session (50 participants per year)• Pre and Post-session questionnaire; (permission to follow-up in 3 years)
<p>Outcome</p> <ul style="list-style-type: none">• Girls ages 10-12 have a better understanding of STEM careers• Increased interest in sciences & maths as potential course options• Positive response to questionnaire indicating that they now see careers as scientists, astronauts, engineers, programmers, etc. to be an option	<p>Impact</p> <ul style="list-style-type: none">• Girls ages 10-12 are interested in pursuing STEM careers (based on questionnaire response (short-term))• These girls take maths, sciences, computers in high school and pursue degrees in STEM in university (mid-term)• Girls pursue careers in STEM and become scientists, programmers, doctors, etc. (longterm)

Developing Outcomes

- ❑ Change in the human condition
 - Behavior
 - Skill
 - Knowledge
 - Attitude
 - Circumstances
 - Awareness
 - Motivation
 - Condition
 - Status

- ❑ Use existing research when possible
 - If / then

