



Project GO Logic Model

Approved by the Board of Directors, June 16, 2010

Vision

Project Get Outdoors envisions a world in which all kids, everyday, spend time outdoors. High-quality, efficient, outdoor programs are embedded in communities and have stable funding. These programs link youth and caring adult volunteers to exploration, play and reflection in nature near local communities so children grow to be healthy, comfortable outdoors, and knowledgeable and passionate about their land and community throughout their lives. Contact with nature provides physical, mental, social health benefits to all participants, and citizens demonstrate environmental stewardship behaviors.

Mission

The mission of Project Get Outdoors is to facilitate outdoor experiences that develop healthy kids and increase environmental stewardship behaviors.

Logic Model

| Inputs | Outputs | | Outcomes | | |
|--|--|---|--|---|---|
| | Activities | Audiences | Short-term | Medium Term | Long Term |
| <ul style="list-style-type: none"> • Qualified staff • Trained volunteers & interns • GO Bus • Web site • Program supplies • Community partners • Community toolkit | <ul style="list-style-type: none"> • Develop community partnerships • Implement free out-of-school, outdoor programs • Implement annual outdoor event in each GO community • Train communities to implement the GO model | <p>Target beneficiary of our work:</p> <ul style="list-style-type: none"> • YOUTH <p>Audiences we will work with to generate the benefits for youth:</p> <ul style="list-style-type: none"> • Youth • Volunteers • Community partners • Families | <p>Environmental Stewardship</p> <ul style="list-style-type: none"> • Develop awareness of and experience in places near their community where they can experience nature. • Be aware of local ecosystems. • Express positive attitudes toward the environment. • Feel comfortable and safe outdoors. <p>Health</p> <ul style="list-style-type: none"> • Develop skills to participate in outdoor recreation activities. • Feel comfortable engaging in self-directed outdoor recreation activity. • Develop relationships with peers and at least one adult. • Feel the self-confidence that comes with gaining new knowledge and skills. | <p>Environmental Stewardship</p> <ul style="list-style-type: none"> • positive attitudes towards and aspirations for participating in stewardship activities. <p>Health</p> <ul style="list-style-type: none"> • self-initiated outdoor activity • discover self and increase feelings of self-worth | <p>Citizens demonstrate environmental stewardship behaviors.</p> <p>Connection with nature provides physical, mental, social health benefits.</p> |

Results

If we've done our work, youth will...

1. ...improve their physical and mental health, and
2. ...be active stewards of the environment.

Organizational Values

Our staff, board members, volunteers and partners represent a variety of agencies that share the following beliefs:

1. We serve all youth while working to reduce participation barriers for under-advantaged youth.
2. In order for youth to be healthy they must play and explore outdoors.
3. Minnesotans will care more about protecting our natural resources if they have childhood experiences that allow them to bond with nature.
4. All kids must have access to the outdoors during the hours out of school.
5. All youth should be introduced to caring adult mentors who are passionate about the outdoors in order to provide safe outdoor experiences as well as guidance and inspiration during those experiences.
6. All Minnesota youth and families must be introduced to our public parks and trails and the lifelong recreation opportunities available at these sites.

Evaluation Plan

Project Get Outdoors will implement several evaluation methods with the intention to improve the program and demonstration program impacts.

- Beginning of the year survey: collect quantitative information (e.g. How many minutes do you spend outdoors each week?) and qualitative information ("I like nature" or "I think skiing is fun" with a five-point agree/disagree scale).
- End of year survey: ask same questions as beginning of year survey in order to compare responses from the beginning of the year to the end of the year and infer change caused by the program.
- Collection of anecdotal stories: group leaders will e-mail Executive Director when they have a great story about something they heard a kid say, something that happened in the program or something they felt good about. This builds a repertoire of stories to use in fundraising and marketing.
- At some future point, we will look more closely at feelings, attitudes and experiences of participants through interviews or focus groups with kids, parents, volunteers and community partners.