

NC Watershed Stewardship Network Logic Model



OUR GOALS

A logic model is a planning tool to clarify and graphically display what your program intends to do and what it hopes to accomplish and impact.

Welcome to the NC Watershed Stewardship Network's logic model! Crafted carefully by a NCWSN planning subcommittee, it was based on the results of a thorough needs assessment, the participation of 50 people in a roll-out workshop, several subcommittee and steering committee meetings and rounds of email discussions.

This logic model illustrates the path that the NCWSN aims to take over the next few years. All resources and actions are intended to lead to the goals in the box at right. A more detailed strategic plan is available on the NCWSN website www.ncwatershednetwork.org

Both the logic model and strategic plan are intentionally dynamic documents. As new information and resources become available, the NCWSN Steering Committee will evaluate the network's progress and adjust the course to meeting the network's goals as needed.

NCWSN planning subcommittee included Caitlin Burke, Conservation Trust for NC; Michele Drostin, UNC Institute for the Environment; Christy Perrin, Water Resources Research Institute; Mike Schlegel, Triangle J Council of Governments; and Nicole Wilkinson, Water Resources Research Institute. If you have any questions about this document, they are intimately familiar with it.

More people are leading and working on watershed projects.

People begin and sustain local watershed efforts in all areas across NC, including historically underserved communities.

Stewards collaborate broadly for greater success protecting waters.

People make decisions that protect water resources while improving community health and economic development.

Local watershed efforts are sustained by diverse and balanced sources of funds and resources.

Building a Network track				Outcomes	
Inputs (resources and people)	Activities	Outputs (Evidence of progress)	Short Term (2-3 years)	Medium term- 3-5 years	Long term (5+ years)
Co-coordinators funded by WRRRI and UNC-IE Steering Committee members Sub-committee participants Partnering organizations Existing NC organizations that represent diverse audiences	Plan a session on engaging underserved communities for first 2015 steering committee meeting Plan a session on engaging businesses for a 2015 steering committee meeting Plan a statewide conference Build and launch web-based watershed info sharing application Develop a mentorship program for local stewards	Target: 2015 NCWSN meeting on engaging underserved audiences provides guidance Target: NCWSN Steering Committee represents diverse interests (2015) Target: Statewide conference attended by local stewards and their supporters (2016) Target: Mentorship program pairs new stewards with seasoned professionals Target: Map-based info-sharing web application has been beta tested and is online (2015)	NCWSN conference attendees increase the number of connections they have with other watershed stewards and professionals WSN website serves as a hub for sharing resources and connections among local watershed stewards and professionals. (75% of known watershed programs have registered on the site.) NCWSN online community is comprised of participants from organizations diverse in size and type from across NC by 2016. NCWSN includes sponsors and partners who support local watershed groups' work	Local watershed stewards partner with skilled people and organizations who can support them, including diverse community, local government, and business leaders Increased communication, mutual understanding and relationships among people from multiple sectors is built A cohort of watershed stewards have relationships and access each other's expertise	More people are leading and working on watershed projects People begin and sustain local watershed efforts in all areas across NC, including historically underserved communities. Stewards collaborate broadly for greater success protecting waters People make decisions that protect water resources while improving community health and economic development Local watershed efforts are sustained by diverse and balanced sources of funds and resources.

Building skills and inspiring engagement track			Outcomes		
Inputs (resources and people)	Activities	Outputs (Evidence of progress)	Short Term (2-3 years)	Medium term- 3-5 years	Long term (5+ years)
			<p>Summary of case studies from 2014 Water Ed Summit session</p> <p>Partner locations to host workshops.</p> <p>Skilled staff from government agencies and watershed groups to draw upon for workshop development</p>	<p>Develop guide and curriculum with case studies from Water Ed Summit for engaging people in watershed efforts</p> <p>Develop workshops on topic identified in needs assessment</p> <p>Conduct market research by NC region and develop NCWSN messaging and outreach materials</p> <p>Develop best structure format for training delivery based on needs assessment data</p>	<p>Target: Hold 2-3 regional workshops/year for local stewards on priority topics.</p> <p>Target: Provide workshop or presentation at 2-3 professional gatherings/year</p> <p>Target: Host 2 webinars</p> <p>Target: Educational resources produced for regional use in NC (ready to use messages, images, publications)</p>

Building Financial Support track				Outcomes	
Inputs (resources and people)	Activities	Outputs (Evidence of progress)	Short Term (2-3 years)	Medium term- 3-5 years	
<p>Staff and Committee members seeking funding opportunities through grants and sponsorships</p> <p>Partnerships to leverage funding</p> <p>Current member base</p>	<p>Research potential membership and sponsorship structure</p> <p>Acquire funding for supporting steward conference attendees</p> <p>Apply for funding to support training, market research on messaging and materials</p> <p>Identify partners and develop fundraising curriculum</p> <p>Develop list of funding priorities</p>	<p>Target: NCWSN has a membership and sponsorship structure</p> <p>Target: Hold training on fundraising and leveraging resources</p> <p>Target: At least 2 grant proposals submitted in 2015</p>	<p>At least 3 sponsors support NCWSN</p> <p>Grants are acquired to support NCWSN</p> <p>40% of NCWSN listserv members join as paying NCWSN members</p> <p>Workshop/webinar participant have increased ability to fundraise and leverage resources.</p> <p>NCWSN provides scholarships to watershed stewards to attend regional trainings and statewide conferences</p>	<p>6 sponsors support NCWSN</p> <p>A mini-grant fund is developed to support new local watershed efforts</p> <p>NCWSN staff are almost entirely funded by grants, sponsorships, membership fees</p> <p>NCWSN hires an additional full time staff person to meet growing needs of the network</p>	<p>More people are leading and working on watershed projects</p> <p>People begin and sustain local watershed efforts in all areas across NC, including historically underserved communities.</p> <p>Stewards collaborate broadly for greater success protecting waters</p> <p>People make decisions that protect water resources while improving community health and economic development</p> <p>Local watershed efforts are sustained by diverse and balanced sources of funds and resources.</p>

The strategic planning committee created graphics to illustrate NCWSN goals during their planning session at TJCOG. This one really captures it (illustration courtesy of Mike Schlegel).

