

# Project Mapping

## *The Heart of the Matter*

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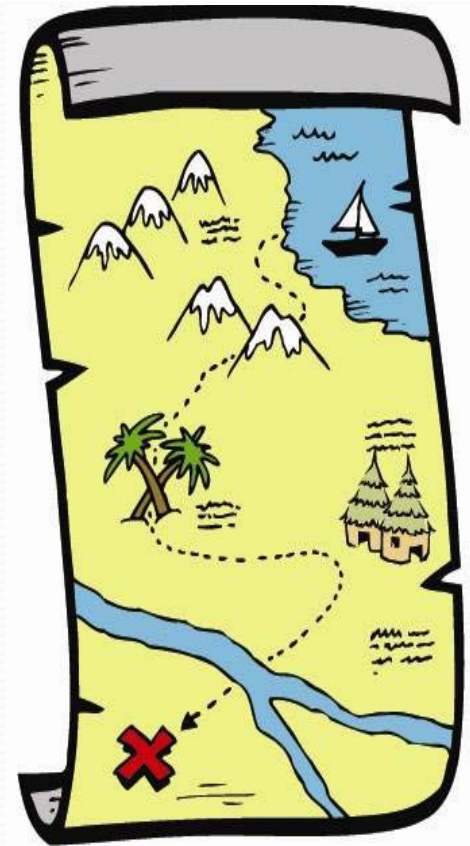
# Problem Statement

Southern Bay beaches and shellfish beds contamination.

Keep in mind the problem statement for this scenario.

# What Will We Discuss?

- What is a project map?  
*Examine some examples of simple and complex project maps*
- Why develop a project map for your proposal?
- How do you develop a project map?  
*Tools and resources available*



# What is a Project Map?

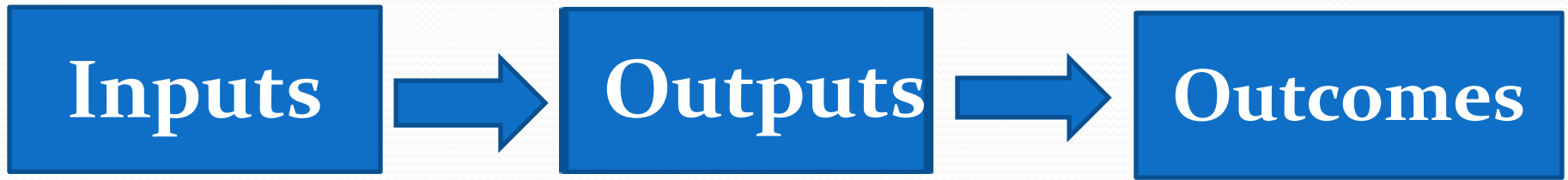
- **Project Maps\*** are graphical depictions of the logical relationships between . . .
  - ➔ the *resources* you have or *investments* you plan to make to solve the problem,
  - ➔ the *activities and actions* you plan to carry out, and
  - ➔ what you want to achieve – your *outcomes*.

*\*Project Maps are also known as Logic Models.*

# Everybody's got a theory....

- If we do \_\_\_\_\_
- Then \_\_\_\_\_ will happen.

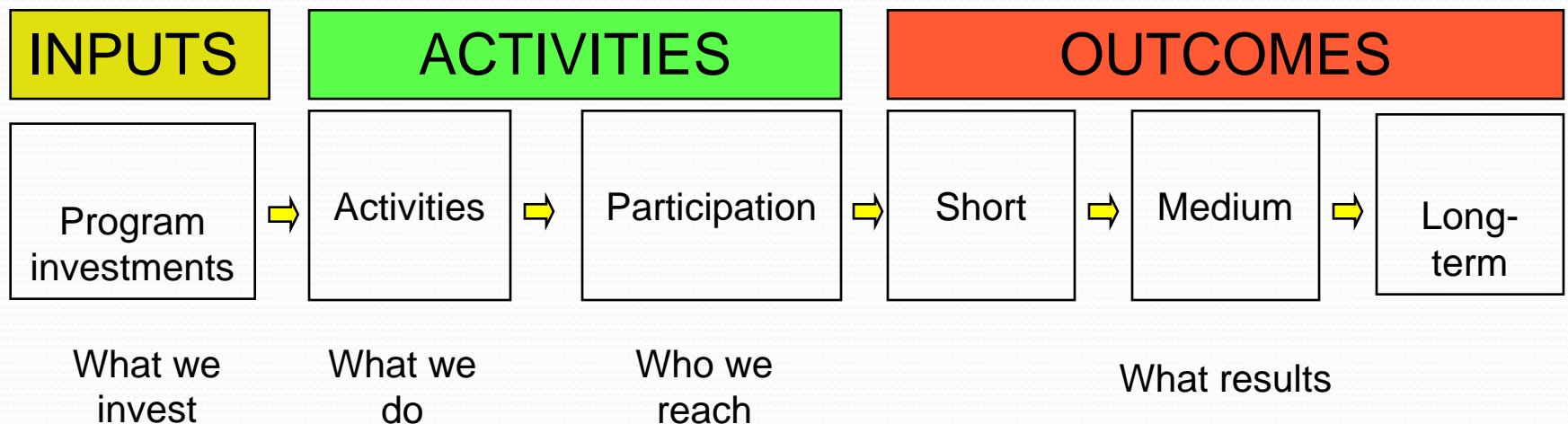
# Simplest Form



# Example Situation: I'm Hungry



# More Complex Model



Can we identify these elements in the scenario?



# Components of the Model

## Inputs

*What resources go into a program*

Money, staff, equipment

## Activities

*What activities or actions are needed*

Investigate the problem, collect data, develop plan

## Outputs

*What is produced through those activities*

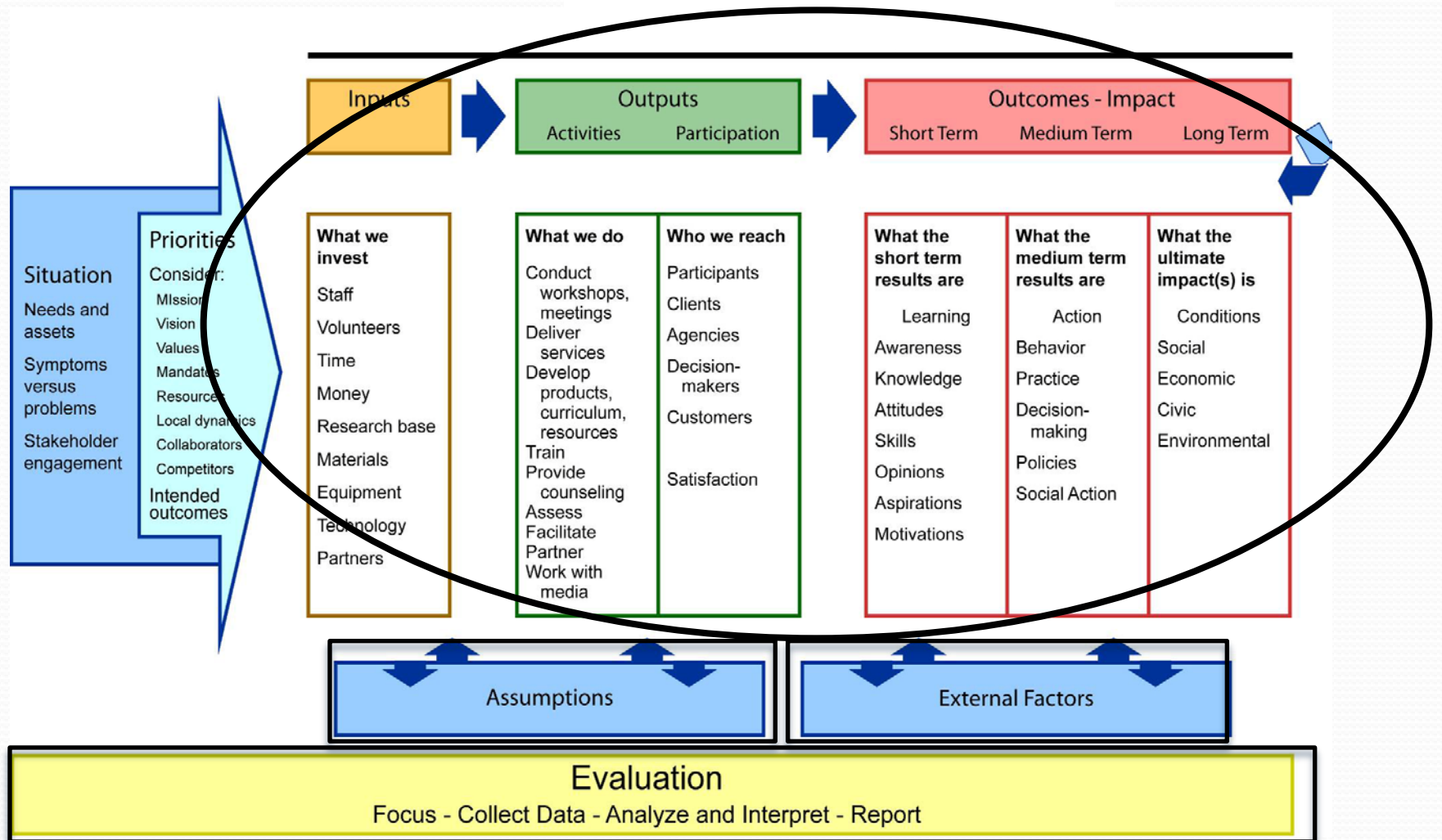
Location of sources of pollution, plan for remediation

## Outcomes

*What are the changes or benefits that result from the project*

Eliminate unsafe swimming conditions and re-open shellfish beds to harvesting along Sunny Beach.

# Fully detailed logic model



# Why create a Project Map?

- The underlying purpose of constructing a Project Map is to assess *the "if-then" (causal) relationships* between the components of the program.

*If the resources are available for a program,  
then the activities can be implemented,  
if the activities are implemented successfully,  
then certain outputs and outcomes can be expected.*

# When and How

- One of the most important uses of the Project Maps is for *program planning*.
- Project Maps can be used to plan and develop:
  - > a grant proposal
  - > a small program
  - > a process (a team working together)
  - > a large, multi-component program

*It's a way of thinking – applicable to many situations.*

# Construct a Project Map

- Use the Project Map framework to construct a Logic Model of the Southern Beach project.
- Plan backwards . . .
  - Start with the *Outcomes*.
  - Next, list the planned *Activities/Actions*
  - Finally, identify the *Resources* needed to implement the plan/carry out the project.

# Intended Outcomes

- What are the potential '*short term*' outcomes of the Southern Bay project?
- *Longer term outcomes?*


# Actions/Activities Needed

- What do planners in Southern Bay want to do to investigate and/or mitigate the problem of beach and shellfish beds pollution?

# Resources and Investments

- What *resources* would be needed to investigate beach and shellfish bed pollution?





*“If you don’t know where you’re going,  
you’ll probably end up somewhere else.”*

Yogi Berra

# References

## Kellogg Foundation Logic Model Development Guide

- <http://www.smartgivers.org/uploads/logicmodelguidepdf.pdf>
- <http://www.wkkf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>

## University of Wisconsin Extension Program Logic Model Development Guide

- <https://www.umes.edu/cms300uploadedFiles/Logic%20Model%20Training%20II.pdf>



Questions? Comments!!